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AUTHOR Bryant, Barbara Everitt
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ABSTRACT

This study finds that the women's movement has had a significant impact in expanding the outlook and changing the attitudes of American women. According to this representative survey of 1,552 women, American women perceive their roles as either traditional, balancing, or expanding. The traditional outlook, generally shared by women over 50, views homemaking as woman's primary role. The expanding outlook favors more options and flexible lifestyles. This outlook, held by women under 35, regards women on an equal basis with men, not only in employment, but also in the sharing of household responsibilities, alimony, child support and custody. In the middle of the spectrum are those women who share a balancing outlook, combining the views of the traditional and the expanding. These women are generally in their 40's or of Black or Spanish-American heritage. The survey reveals that (1) most women are still employed in low-level or female-dominated fields, (2) a gap remains between salaries of men and women, and (3) most women believe government assistance with child care is needed. The study concludes with a list of predictions for the future, based on the idea that "when outlooks change, behavior follows." An expectation is that women will pursue lifestyles which combine careers and homemaking with more shared responsibilities in marriage. Chapters discuss women's opinions; their work; marital status; motherhood, family planning, and childhood; leisure activities and the media image of women; and the effect of the women's movement. Statistical tables, a copy of the 19 page questionnaire, and a bibliography are included. (KC)

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American Women Today & Tomorrow

Barbara Everitt Bryant

Market Opinion Research

NATIONAL COMMISSION ON THE OBSERVANCE OF INTERNATIONAL WOMEN'S YEAR

SO 010 173

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Foreword

The National Commission on the Observance of International Women's Year, 1975, was appointed by the President of the United States to study barriers to women's equality and to make recommendations designed to end those barriers. The United Nations designated 1975 as International Women's Year.

One of the many activities undertaken by the National Commission was to contract with Market Opinion Research for a national survey of women: assessing women's attitudes and opinions, recording their current activities, looking at the patterns of their lives, and asking about their views of the future.

This book is an analysis of that survey, which was based on interviews from a geographically stratified probability sample of 1,522 adult women in the United States. Interviews were made in August and September 1975.

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MARKET OPINION RESEARCH

28 W. Adams, Detroit, Michigan 48226

Survey Professional Staff

Dr. Barbara Everitt Bryant,
Vice President for Social Research and Study Director

Susan H. Evans, *Analyst*
Josephine A. Powell, *Analyst*
April L. Forman, *Analyst*
Andrew J. Morrison, *Analyst*
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Chapter 1

Women in America—The Way They Are

What are American women doing and what do they want to do? How satisfied are they with the quality of their lives? Why do some seek more diversity in their lives while others want women's roles to remain unchanged?

International Women's Year was a logical time to find out what American women are doing and thinking. This national survey of adult women used 288 separate measures of characteristics, activities, attitudes, and opinions to examine where women are today and where they may be heading.

When survey answers were analyzed, it was possible to compare the situations women faced and the opinions they held according to many different characteristics: age, education, occupation, race, geographic area of the United States, type of community, marital status, number of children, etc. It became apparent, however, that women in America today differ in another important way. *They differ greatly in what they think women should be doing.*

Traditional Versus Expanding Outlooks

Many of the questions in the survey concerned the roles women occupy as individuals, as wives, as mothers, as workers, and as citizens. Statistical analysis was done to see which attitudes and opinions correlated. A number of techniques were used. All of them proved that 7 of the 288 questions were strongly linked. It was clear from the content of these 7 questions that combining them resulted in a *new measurement of women's outlooks on the roles of women.*

Women vary greatly in their opinions on women's roles—whether the main focus of a woman's life should be in the home, or whether she can expand that focus to give importance to home, career, participation in political affairs, and other interests outside the home.

Figure 1-1 shows how different the viewpoints of women are on what women should do. Each small figure in figure 1-1 represents 1 percent of the women in America lined up behind their scores on Outlook on Women's Roles. The possible scores range from 0-26. Those with low scores are those who prefer traditional, home-centered lives. Those with high scores want opportunities for women to expand and extend to all aspects of participation in home, work, community, and society.

The scores in figure 1-1 are reached by adding each woman's answers to the 7 questions in table 1-1. Table 1-1 shows the questions and answers and how they were scored.

Figure 1-1 demonstrates why recent efforts to change women's roles have created controversy. The women of America are divided in their outlooks. Half have scores from 0-13; the other half have scores of 14-26. The average is 14.

In order to describe how women differ in outlook, these scores have been used to separate women into three approximately equal-sized groups, as shown at the bottom of figure 1-1. One-third of the women (32 percent) can be called Traditional Outlook women because their scores of 0-11 show that they want women's roles to remain unchanged and home centered. The scores around the average (12-16) are Balancing Outlook women—their opinions fall in the middle range. They represent 38 percent of all women. Finally, the 30 percent with scores from 17-26 can be called Expanding Outlook women. They want every kind of career, job, and home choice.

The labeling names are for convenience. Most women have a mixed concept of what women

TABLE 1-1

QUESTIONS AND STATEMENTS SUMMED IN TRADITIONAL TO EXPANDING OUTLOOK SCORES[1]

	Answer (Score) Most for Traditional	*Balancing Middle Answers (Score)*	*Answer (Score) Most for Expanding*
There has been much talk recently about changing women's status in society today. On the whole, do you favor or oppose most of the efforts to strengthen and change women's status in society today?	Oppose (0)	Neutral (1)	Favor (2)
Do you agree or disagree that:			
Women should be encouraged to seek elective and appointive posts at local, state, and national levels of government	Strongly Disagree (0)	Disagree (1) Neutral (2) Agree (3)	Strongly Agree (4)
Women should become more active in politics than they are today	Strongly Disagree (0)	Disagree (1) Neutral (2) Agree (3)	Strongly Agree (4)
It is much better for everyone involved if the man is the achiever outside the home and the woman takes care of the home and family	Strongly Agree (0)	Agree (1) Neutral (2) Disagree (3)	Strongly Disagree (4)
It is more important for a wife to help her husband than to have a career herself	Strongly Agree (0)	Agree (1) Neutral (2) Disagree (3)	Strongly Disagree (4)
The movement for women's rights has helped me personally	Strongly Disagree (0)	Disagree (1) Neutral (2) Agree (3)	Strongly Agree (4)
A working mother can establish just as warm and secure a relationship with her children as a mother who does not work	Strongly Disagree (0)	Disagree (1) Neutral (2) Agree (3)	Strongly Agree (4)

[1] Distribution of scores, added for seven questions and statements, is shown in figure 1. Possible scores range from 0-26.

should do. Only the women with scores of 0 and 26 (less than 2 percent of all women in figure 1-1) are predisposed all one way or all the other way.

What They Believe

Who are the *Traditional Outlook women?* They believe in the kind of marriage in which the husband provides the major financial support and the wife takes most of the responsibility for the home and children. Traditional Outlook women may indeed hold jobs outside the home, but those who work feel their jobs are secondary to those of their husbands; that the achievements of husbands are more important than the achievements of wives.

The Traditional Outlook woman thinks that mothers who stay home can do a better job of providing a secure environment for their children than mothers employed outside the home can provide. Most of these women oppose efforts to change or strengthen women's status in society today.

Balancing Outlook women, caught in the middle, want some things to change and others to remain as they are. Some in this group simply don't know whether they favor or oppose present moves toward change.

Expanding Outlook women know they want change. They favor all that is happening to im-

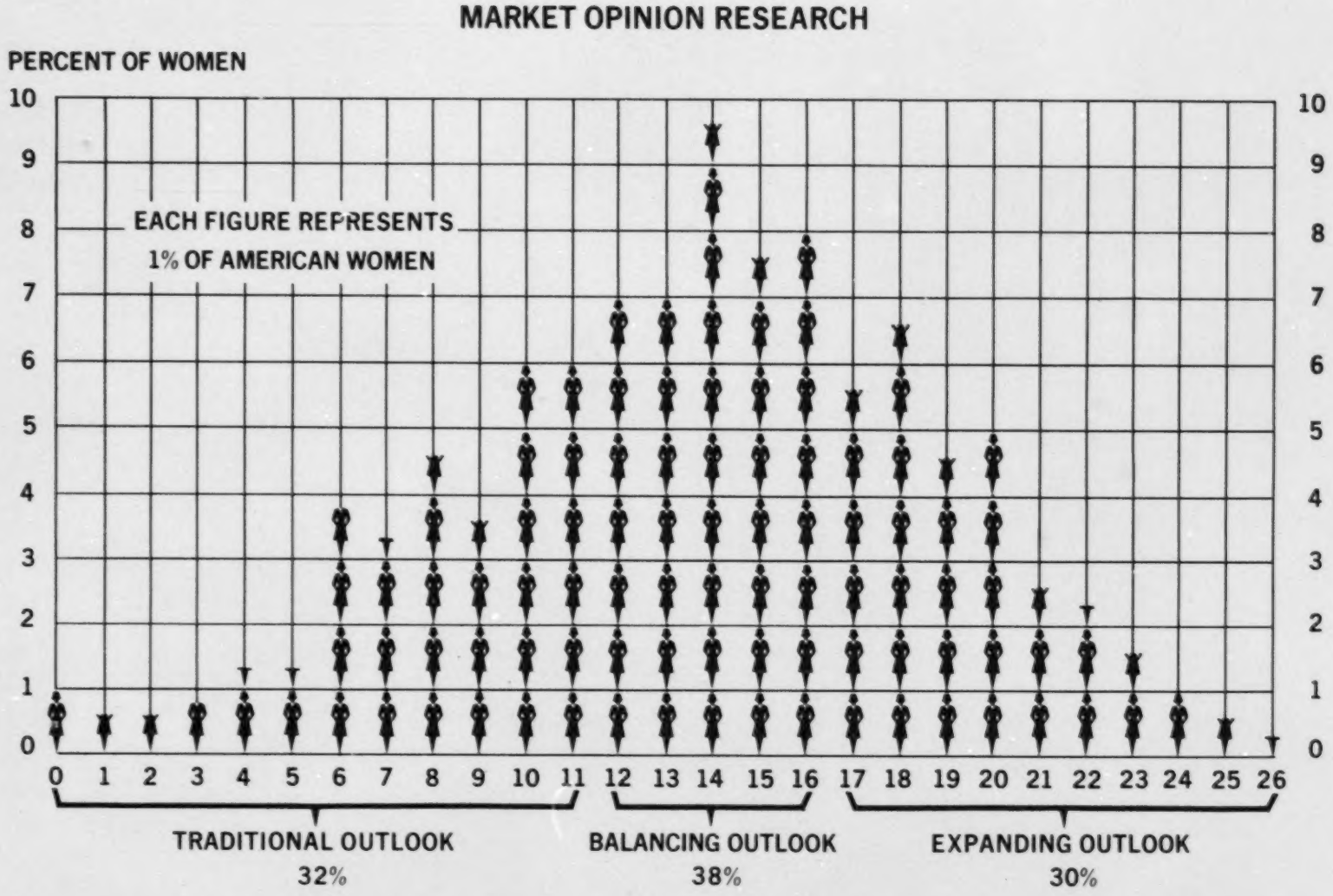

FIGURE 1-1 RANGE OF SCORES ON OUTLOOK ON WOMEN'S ROLES

prove women's status. They want lives which offer options of home, marriage, and careers outside the home in all possible combinations. They are not rejecting the homemaker role but want to combine it with employment, whether they are married or single. If married, they view marriage as a relationship in which responsibilities are shared, with both partners responsible for financial support and child and home care.

While most women, including those in the other two categories, feel capable of handling their own and their families' financial affairs, Expanding Outlook women have greater confidence than others in their ability to do so.

One difference in the views of Expanding Outlook women versus Traditional Outlook women is the way they perceive educational and career counseling opportunities available to girls. Expanding Outlook women perceive the opportunities for girls in these areas as very unequal to those given boys. Traditional and some Balancing Outlook women say they think girls have the same chance as boys for education and for occupational and vocational counseling. (Overall there *is* more agreement that educational opportunities are equal than that occupational or vocational counseling is nondiscriminatory.)

Other Variations

Whether a woman holds Traditional or Expanding attitudes varies greatly with age (figure 1-2), marital status (figure 1-3), race (figure 1-4), education (figure 1-5), occupation (figure 1-6), and geographic area of the country (figure 1-7).

It makes surprisingly little difference, however, whether a woman lives in an urban, suburban, small town, or rural area, because the three concepts of women's roles are each held by about one-third of women in each type of area, just as they are held in the total population as shown in figure 1-1.

Traditional Outlook women are more apt to be over 45, married, homemakers most of their lives, and have less than high school educations. While those who are most Traditional are more apt to have such characteristics, not all do: 17 percent of women under 25 reflect the Traditional Outlook concept. Eighteen percent of college graduates are in the same category.

Characteristics found in greater proportions among Expanding Outlook women include these: under 35, single, and college graduates with professional occupations. More than twice as many young, educated women hold Expanding Outlook values as hold Traditional viewpoints. But not all Expanding Outlook women are young. Twenty-one percent of those 45-64 also favor Expanding roles for women.

Balancing Outlook women are less distinguishable by demographic characteristics. Large proportions of blacks, Spanish-American women, and women over 65 comprise this group.

Three subgroups of women affect the Balancing Outlook totals. Included in this group are women who agree or disagree only moderately with the measures in table 1-1. Also included are women who really have not decided what they think women's roles should be today; thus, their answers are neutral. Finally, there is included here a small group of women who would be considered Expanding Outlook women if they were younger. They are women who succeeded professionally before there was any women's movement to help them do so. They agree with the concept of a woman's right to achieve and the idea of sharing the work and responsibilities of marriage.

As illustrated in figure 1-6, homemakers are more apt to be Traditional or Balancing Outlook women, while professional/technical workers and students are more apt to be in the Expanding Outlook group. Half of the service workers and the retired are in the middle Balancing Outlook group.

TABLE 1-2

Satisfaction/ Dissatisfaction with . . .	*All Women*	*Traditional Outlook*	*Balancing Outlook*	*Expanding Outlook*
Tasks and work activities				
Very dissatisfied	3%	2%	4%	4%
Somewhat dissatisfied	10	7	10	13
Total dissatisfied . .	13	9	14	17
Neutral	1	2	1	1
Somewhat satisfied . .	34	31	36	34
Very satisfied	52	58	49	48
Total satisfied	86	89	85	82
	100	100	100	100
Quality of personal life				
Very dissatisfied	2%	2%	2%	3%
Somewhat dissatisfied	7	4	8	10
Total dissatisfied . .	9	6	10	13
Neutral	2	1	2	1
Somewhat satisfied . .	29	28	31	28
Somewhat satisfied . .	60	65	57	58
Total satisfied	89	93	88	86
	100	100	100	100

The remainder of service workers are split between Traditional and Expanding Outlooks, while the remainder of the retired are mostly of the Traditional attitude. Craft and operative workers, and clerical and sales workers, are fairly evenly divided among the three outlooks on the roles of women.

Scores on "Satisfaction With Life"

On the average, all three groups are essentially satisfied with the tasks and work activities they do, though not every individual within each group is. On the average, all three types are more satisfied with the quality of their personal lives than with their work. Traditional Outlook women, however, say they are the most satisfied. Only 1 in 10 American women is really "overall dissatisfied" with her life (table 1-2).

Married women are most satisfied with their personal lives. Among the nonmarried, the single and widowed are more satisfied than the divorced and separated.

White women are more satisfied with their lives than minority women are.

As education increases, satisfaction with personal life increases.

Those with family incomes above $10,000 are more satisfied with their lives than those with less income are.

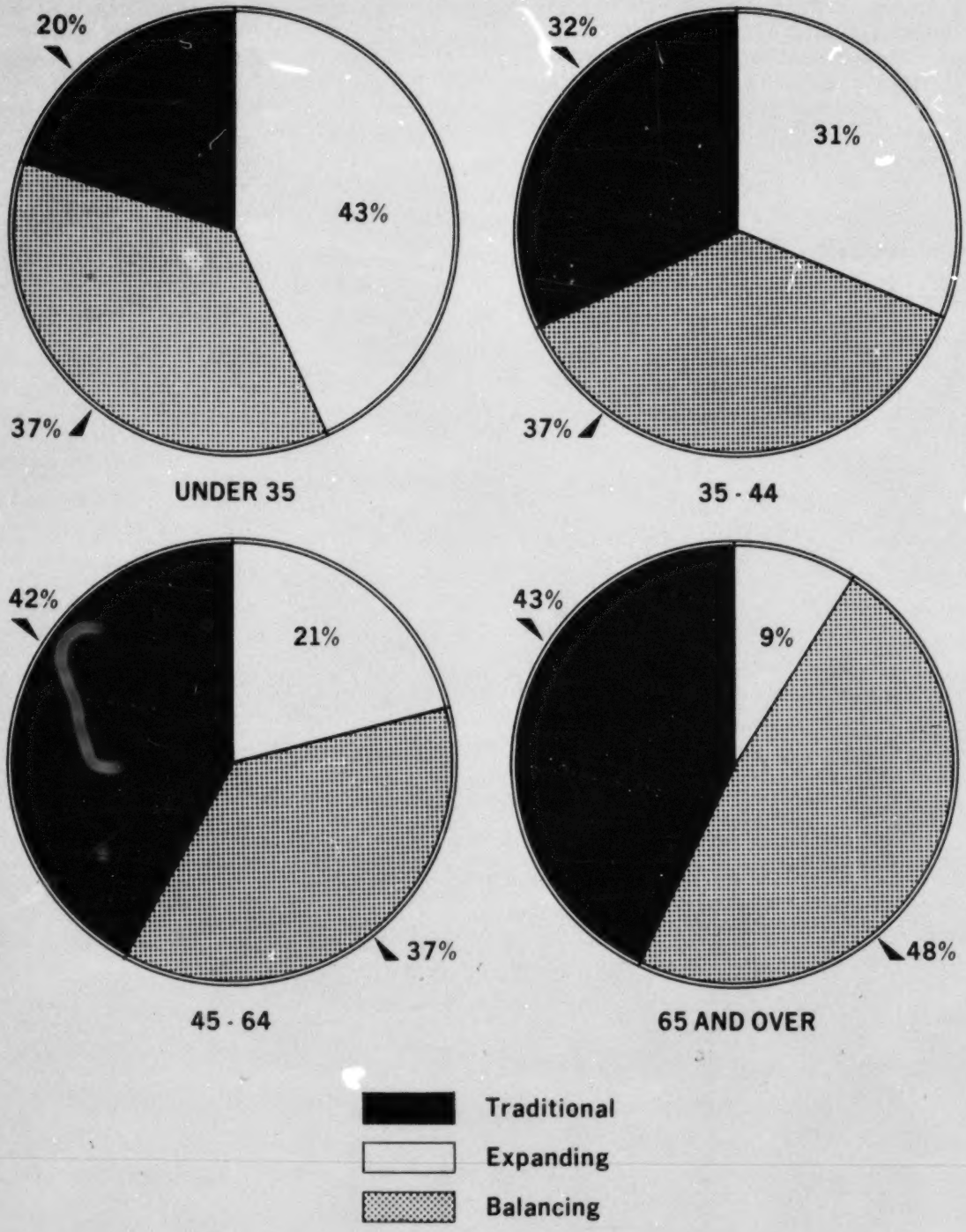

FIGURE 1-2 OUTLOOK ON WOMEN'S ROLES BY AGE

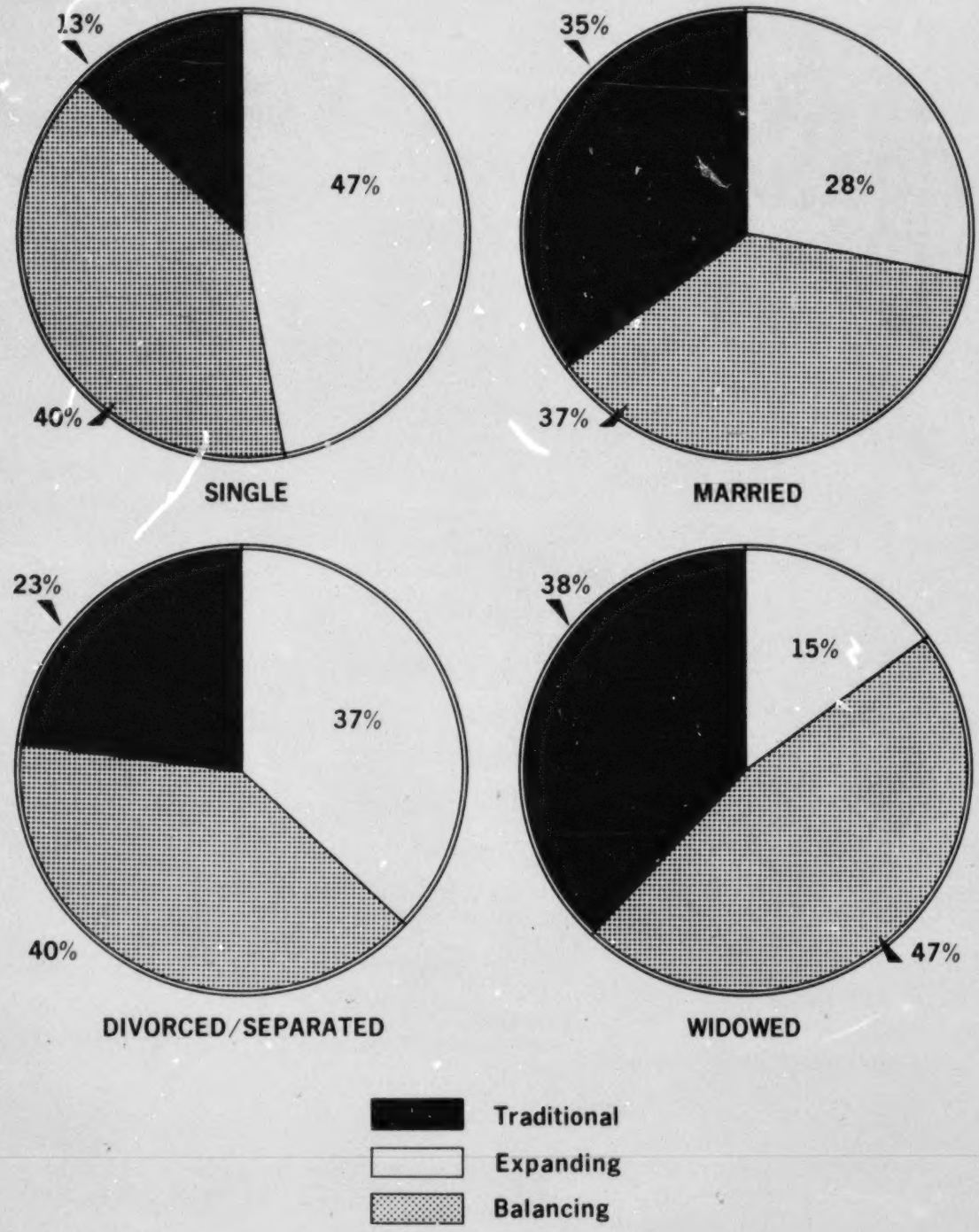

FIGURE 1-3 OUTLOOK ON WOMEN'S ROLES BY MARITAL STATUS

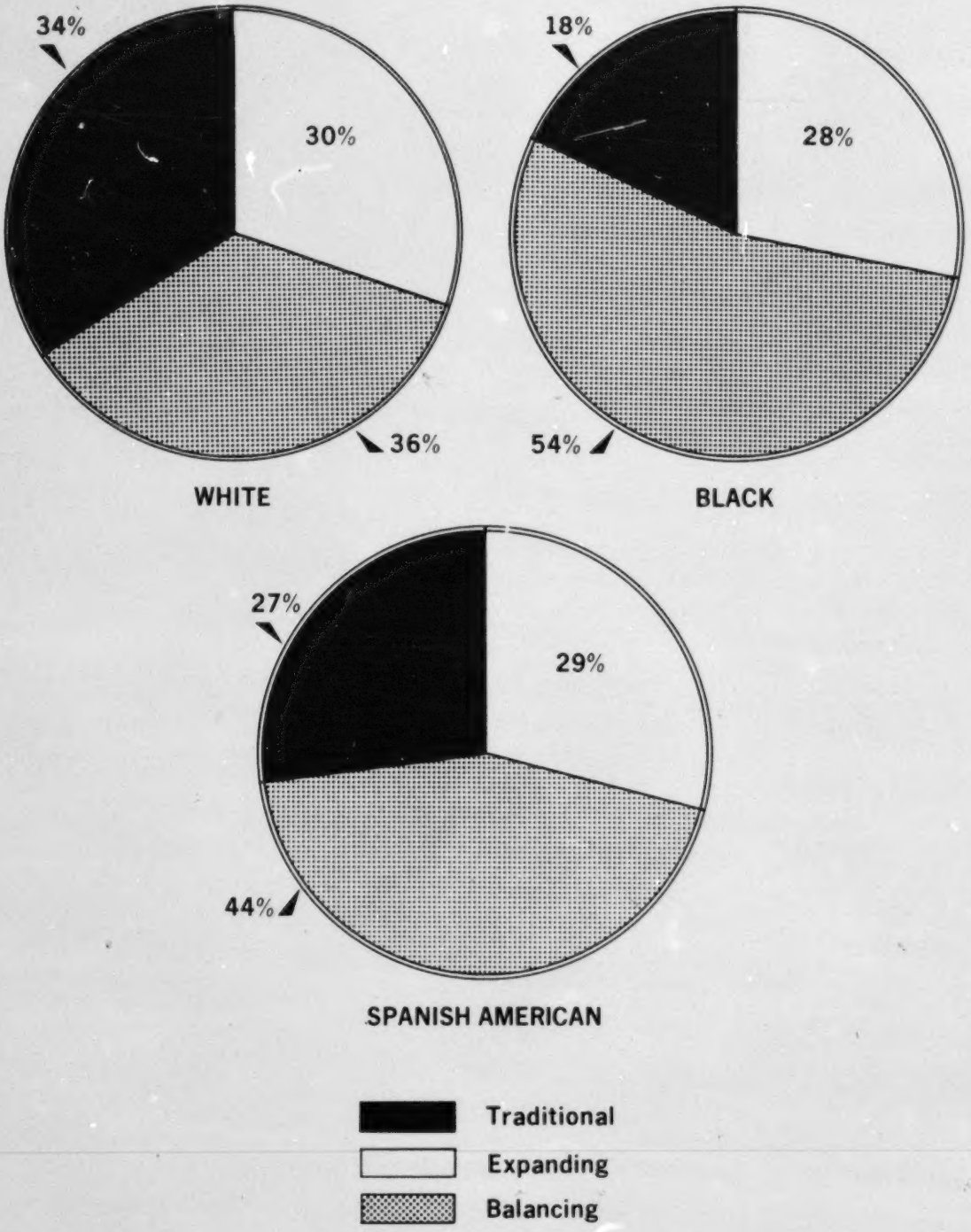

FIGURE 1-4 OUTLOOK ON WOMEN'S ROLES BY RACE

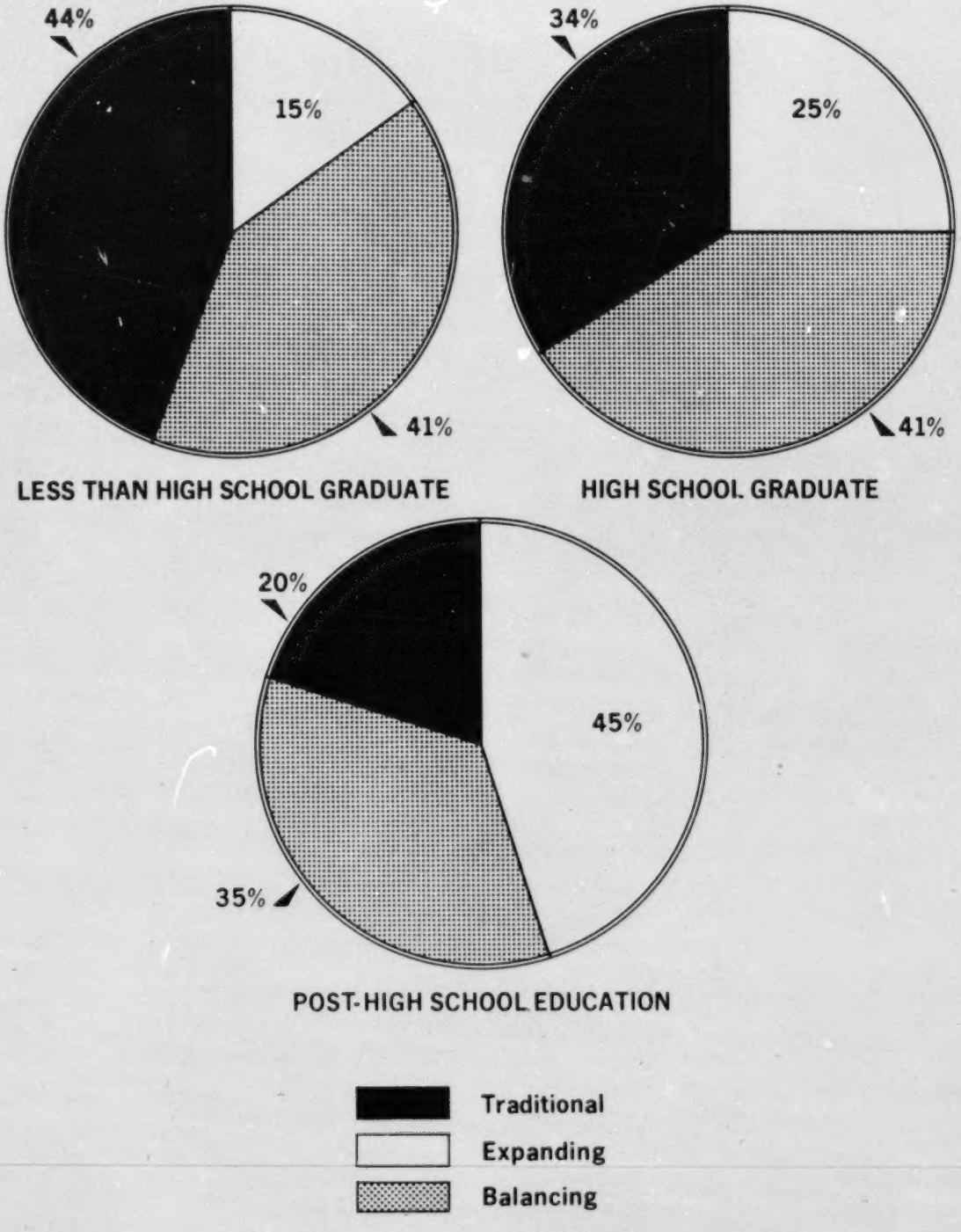

FIGURE 1-5 OUTLOOK ON WOMEN'S ROLES BY EDUCATION LEVEL

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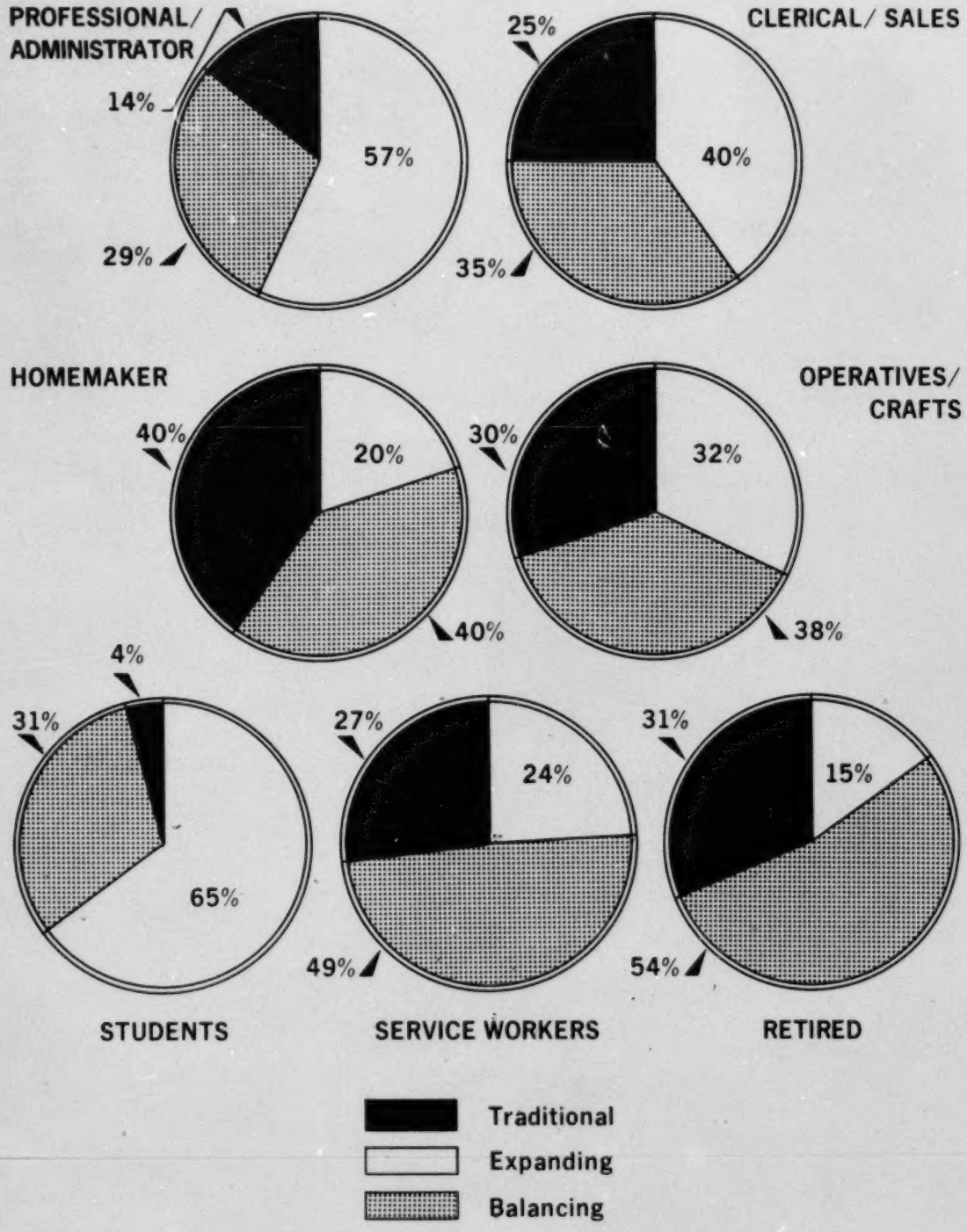

FIGURE 1-6 OUTLOOK ON WOMEN'S ROLES BY OCCUPATION

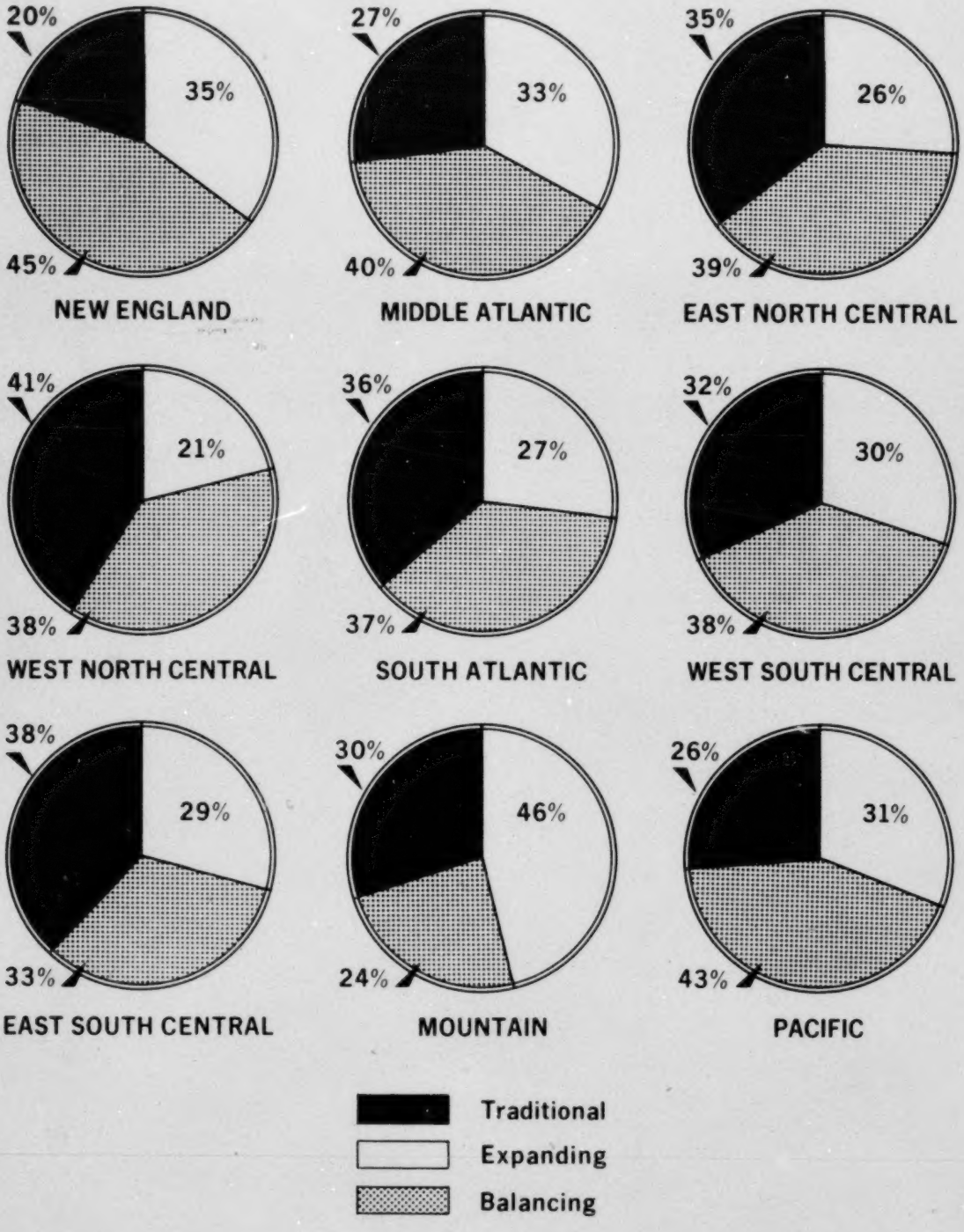

FIGURE 1-7 OUTLOOK ON WOMEN'S ROLES BY GEOGRAPHIC AREA

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Chapter 2

The Life Work of Women

The majority of American women want lives which combine homemaking and paid employment.

Nine out of 10 adult American women have already spent some of their lives in paid employment, although only 42 percent[1] are currently employed. Among those now employed, 31 percent hold full-time jobs and 11 percent work part time. Nearly one-half of American women think the ideal life pattern would be to stay home with young children, then combine homemaking with a job and career during the balance of their working years.

Women Working at Home

The 58 percent of women not in the paid labor force included homemakers, the retired, students – particularly among the 18-24 age group – and the unemployed. There is considerable overlapping of the homemaker, retired, and student categories for these reasons:

- The unemployed and the retired-from-the-labor-force often describe themselves as "homemakers."
- Those who work part ti ne may consider themselves predominantly students or homemakers. The role of homemaker can obviously be full-time, part-time, or retirement work.
- Conversely, some widows who were homemakers now describe themselves as retired.

Smaller proportions of those with a post-high school education consider themselves predominantly homemakers.

Table 2-1 shows how women describe their principal occupations.

Women Working Outside the Home

Although the future may hold more options, the largest proportion of women with paid employment currently work in clerical/sales occupations. These typists, clerks, secretaries, and office machine operators comprise 13 percent of all women and 38 percent of those in the paid labor force.

Twelve percent of all women are in professional, technical, and managerial jobs, but half of this group work in education or health fields, principal-

TABLE 2-1

SELF-DESCRIBED "PRINCIPAL" OCCUPATION

Homemakers	49%
Professional/technical	8
Managers/administrators	4
Clerical/sales	13
Craft (skilled)	*
Operatives (unskilled)	3
Service	5
Household workers	1
Students	5
Unemployed/laid off	3
Retired	9
	100

*Less than 1 percent mention.

[1] Bureau of the Census labor force participation rates show 45.7 percent of women 16 and over were in the labor force in 1974. Survey figures here are for women 18 and over actually employed *on the date of interview in 1975*, and therefore differ slightly.

TABLE 2-2

PRINCIPAL OCCUPATION

		AGE						EDUCATION			RACE			MARITAL STATUS			
	All Women	18-24	25-34	35-44	45-54	55-64	65 Plus	Less than H.S.	H.S. Grad.	Post-H.S. Educ.	White	Black	Spanish [1] American	Never Married	Now Married	Div./ Sep.	Widow
Homemaker [2]	49%	29%	59%	54%	52%	53%	48%	58%	53%	39%	49%	48%	49%	7%	62%	38%	36%
Professional/technical																	
Teacher/education	4	3	6	6	5	3	(3)	(3)	(3)	11	5	4	4	8	4	5	3
Nurses/medical/health	2	3	3	3	2	2	(3)	(3)	1	5	2	2	2	2	3	2	1
Other professional/technical	2	2	3	3	2	2	(3)	(3)	1	4	2	3	4	4	2	2	1
Managers/administrators	4	1	3	5	4	6	1	2	4	3	3	3	2	2	3	4	4
Clerical/sales	13	19	14	15	11	15	1	5	19	13	14	8	16	19	12	15	9
Craft	(3)	0	(3)	(3)	(3)	(3)	0	1	(3)	0	(3)	0	2	0	(3)	(3)	1
Operatives	3	2	3	3	6	2	1	6	3	(3)	3	3	4	1	3	6	3
Service	5	5	3	5	8	4	(3)	6	5	3	4	7	4	5	3	15	3
Household workers	1	1	0	2	2	1	0	2	(3)	(3)	1	3	4	1	0	1	1
Students [2]	5	28	2	0	(3)	0	0	2	3	11	6	4	6	31	1	1	0
Unemployed/laid off	3	7	2	2	3	1	1	4	3	1	2	6	2	8	1	5	2
Retired	9	0	(3)	1	2	10	46	13	6	8	9	9	4	7	4	6	39

[1] Small sample size.
[2] Some homemakers and students are also employed but consider their "principal" occupation as homemaker or student.
[3] Less than 1 percent.

ly in teaching and nursing. Only 9 percent of women are members of labor unions.

Table 2-2 suggests no great changes have occurred in women's occupational opportunities despite recent individual and legal pressures to permit women to assume new job roles with opportunities for promotion to management and supervisory posts.

Bureau of the Census figures show the number of women managers and administrators increased about 22 percent between 1960 and 1970. According to the survey of women, most moves up to management appear to be due to seniority promotions. There is little evidence of younger workers entering managerial positions not formerly open to women (table 2-2). Manager/administrator proportions are 3 percent among those ages 25-34, and the rise in promotions has affected 6 percent among those 55-64.

Minority women show nearly the same occupational profile as white majority women do (table 2-2). This similarity does not hold true for men of different race/ethnicities.

Although white women do clerical work in somewhat greater proportions than black women, the minorities have done as well as white women in obtaining jobs as teachers and nurses. Such "helping professions" are clearly the dominant "professions" of women.

Education

Minority women lag behind in education attainment (table 2-3), but on the whole, American women are becoming increasingly well educated. At least some post-high school education is now the majority experience of women under 35 (figure 2-1).

Young women in their twenties have the most education. Numerically, this age group will continue to move through the population as a bulge; they were the post-World War II babies who are now the Nation's young adults.

Half of American women say they want more education. Those who have the most want more. The drive for education – particularly to finish college – is strongest among those who already have some post-high school education. Among this group, the desire to continue education rises to 64 percent.

What Women Are Paid

Over one-third of women have no income of their own (figure 2-2). This figure includes 38 percent of white women, 34 percent of those with Spanish heritage, and only 24 percent of black women. Six out of 10 Spanish-heritage and white women have husbands' wages to support the family, but only 35 percent of black women have such support.

In 1974, Bureau of the Census figures showed that full-time employed women made only 57 percent of what men earned. The median cash incomes for that year were $6,957 for women and $12,152 for men.

Although the median incomes of women are dramatically different from the median incomes of men, 6 out of 10 women currently employed think they are paid equally with men who hold the same type of job at their place of employment (table 2-4).

TABLE 2-3

Education	Race							
	All Women		*White*		*Black*		*Spanish American*	
Elementary	10%	28%	8%	24%	28%	51%	20%	48%
Some high school	18		16		23		28	
Graduated high school	35		37		26		30	
Some college	22	37%	22	39%	17	23%	18	22%
Graduated college	10		11		4		2	
Post graduate	5		6		2		2	
	100		100		100		100	

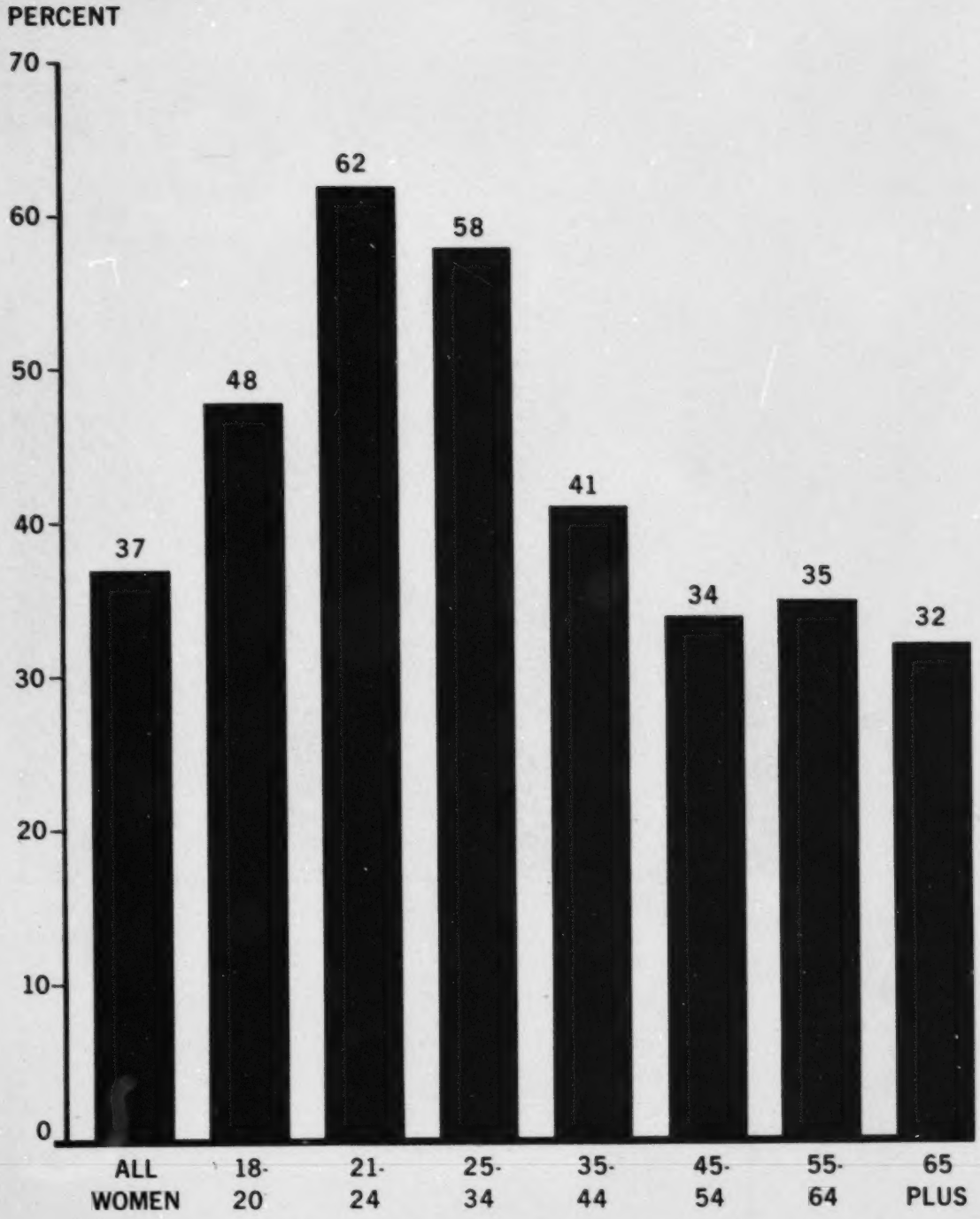

FIGURE 2-1 POST-HIGH SCHOOL EDUCATION BY AGE

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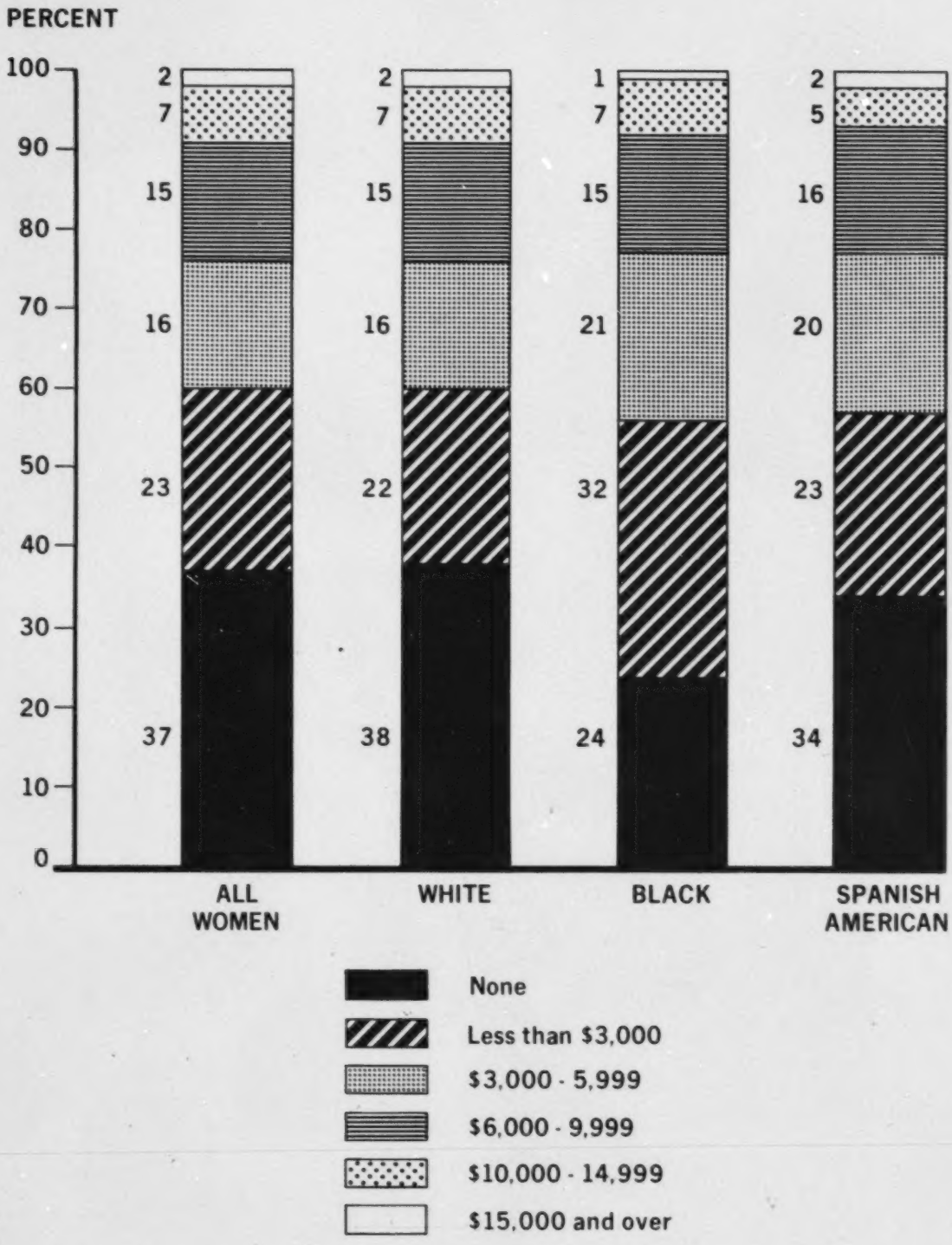

FIGURE 2-2 INDIVIDUAL INCOME (ANY SOURCE) BY RACE

16

As the occupational profile of women in table 2-2 shows, most women don't work in the same type jobs men do. In fact, nearly 1 in 5 employed women can't answer questions about equal pay and promotion because, as they say, "No men work in my type job."

Clerks, nurses, and teachers don't mention unequal treatment or perceive pay discrimination. In their fields, the pay is equal, since most of the jobholders are women.

Employed divorcees, for whom jobs are more important as family income, feel more than the married and single women that they've been discriminated against in pay. In fact, 39 percent of them, compared to 17 percent of all employed women, think men are paid more for the same work. Widows are also more aware of discrimination (table 2-4).

Two-thirds of black women think they are paid equally with men. Black women feel less discriminated against, regarding pay, than their white counterparts do (table 2-4).

The earnings profiles are only slightly different for white compared to minority women.

Of women with their own incomes (full- or part-time employment, alimony, child support, investments, etc.), 62 percent receive less than $6,000. Of course, those with part-time, alimony, and child support incomes pull down the overall average.

Among married couples in the labor force, most women earn less than their husbands. In only 19 percent of these dual-income homes do the woman's earnings amount to at least half of the two incomes.

TABLE 2-4

BELIEVE PAID EQUALLY WITH MEN FOR SAME JOB

	CURRENTLY EMPLOYED WOMEN	EMPLOYED BY RACE	
		White	*Black*
Yes, paid equally	59%	58%	67%
No men hold similar job	17	18	12
No, not paid equally	17	18	10
Don't know	7	6	11
	100	100	100

EMPLOYED BY MARITAL STATUS

	Single/ Never Married	*Now Married*	*Divorced/ Separated*	*Widowed*
Yes, paid equally	66%	59%	49%	51%
No men hold similar job	15	19	12	19
No, not paid equally	13	14	39	20
Don't know	6	8	.....	10
	100	100	100	100

Work Patterns

In-and-out work experience is always cited as one reason for women's lower incomes. Only 1 in 5 women has worked continuously throughout her adult life.

The major reason women leave their jobs is to have a baby. However, today's young mothers are more likely to return to work when their children are small than mothers did in the past. About half (48 percent) of mothers who are now employed and under 35 went back to work when their children were preschoolers, compared to 29 percent of employed mothers now over 35.

Nearly 4 out of 10 women who plan to return to the labor force after an absence say they will need additional training to do so. Sixty percent of those who have never been employed but want to enter the labor force in the future say they will need training.

Life-Work Patterns

When asked to describe the dominant work pattern of their lives, half of all women say they have either combined or alternated paid employment with homemaking (table 2-5). Table 2-6 shows five work patterns as practiced by women from each of the three attitude groups described earlier: Traditional Outlook, Balancing Outlook, or Expanding Outlook women. More Traditional Out-

TABLE 2-5

DOMINANT LIFE-WORK PATTERN

Homemaker continuously	11%
Employed, then became full-time homemaker	20
Alternated employment and being full-time homemaker	19
Combined employment and being homemaker at same time	31
Employed continuously	19
	100

TABLE 2-6

DOMINANT WORK PATTERN OF ADULT LIFE BY CONCEPT OF WOMEN'S ROLE

	All Women	*Traditional Outlook*	*Balancing Outlook*	*Expanding Outlook*
Homemaker continuously	11%	18%	9%	7%
Employed, then became full-time homemaker	20	23	23	13
Alternated employment and being full-time homemaker	19	21	18	18
Combined employment and being homemaker at same time	31	30	32	31
Employed continuously	19	8	18	31
	100	100	100	100

look women have been homemakers, while more Expanding Outlook women have been continuously employed.

When their employment histories are traced, 91 percent of women have worked at paid employment at some time during their adult lives (table 2-7 and figure 2-3). Of the 9 percent who have never held a paid job, 6 percent never intend to. However, 2 percent think they will work in the future, and the remaining 1 percent aren't sure. Among the 49 percent who worked in the past, 19 percent expect to return to work in the future (table 2-8).

Half of American women think the ideal life would be to combine employment and homemaking, with time at home during the years their children are young (figure 2-4 and table 2-9). This proportion is similar for Traditional, Balancing, and Expanding Outlook women. Most of the

TABLE 2-7

EMPLOYMENT IN ADULT LIFE

Currently employed outside the home	
Those who have worked continuously	26%
Those who have been in and out of labor force and are now employed	16
	42
Not currently employed outside the home	
Those who have worked in the past full time	39
Those who have worked in the past part time	10
	49
Total employed now or ever	91

TABLE 2-8

EXPECTATION FOR SEEKING PAID EMPLOYMENT AMONG 58 PERCENT OF WOMEN NOT IN LABOR FORCE NOW

Employed in past and expect to return in future	19%
Never employed in past but expect to seek employment in future	2
Total expect employment	21
Employed in past and might return in future	5%
Never employed in past but might seek employment in future	1
Total might seek employment	6
Total not now employed and not expecting to seek employment (includes those retired from employment)	31%
	58

rest of the Traditional women, however, would choose to be mainly homemakers, while the majority of the rest of the Expanding Outlook women would favor employment throughout their adult lives.

The national survey found a great deal of difference in life-style choice according to age; young women are far less interested in being only homemakers than older women are. But there are no indications of a wholesale trend away from homemaking. Younger or even the Expanding Outlook women are saying they want homemaking as part—but only a part—of a full life which *combines* homemaking and career.

TABLE 2-9

IDEAL LIFE-STYLE CHOICE BY AGE

	18-24	*25-34*	*35-44*	*45-54*	*55-64*	*65-*
Mainly a homemaker	9%	10%	21%	28%	30%	40%
If have children, stay home when children young, combine job or career with homemaking at other times in life	51	58	44	46	47	42
Combine job or career with homemaking and child care, if have children throughout life	31	27	30	22	17	12
Mainly a job holder or career woman	9	5	5	4	6	6
	100	100	100	100	100	100

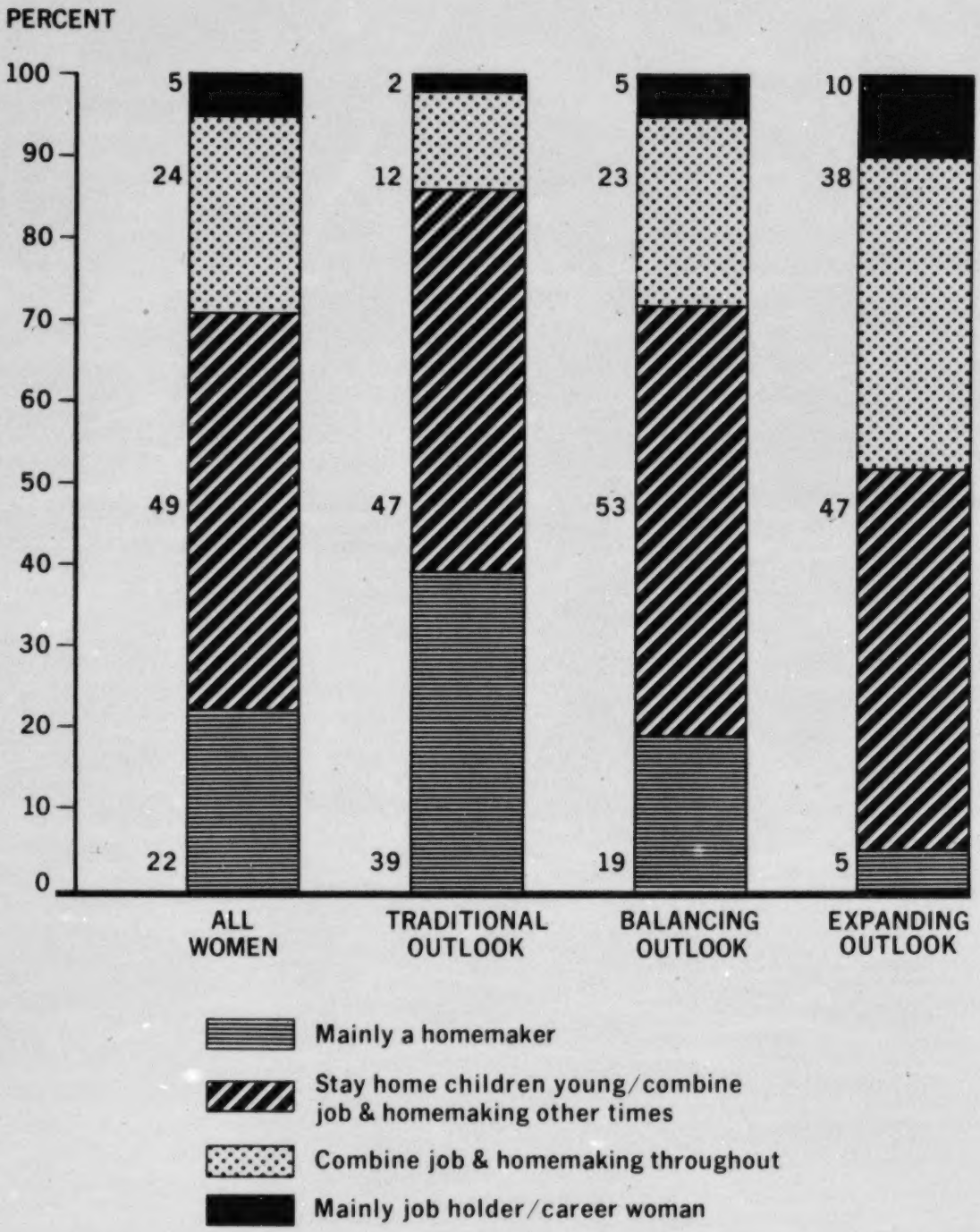

FIGURE 2-4 IDEAL LIFE-STYLE CHOICE BY OUTLOOK ON WOMEN'S ROLES

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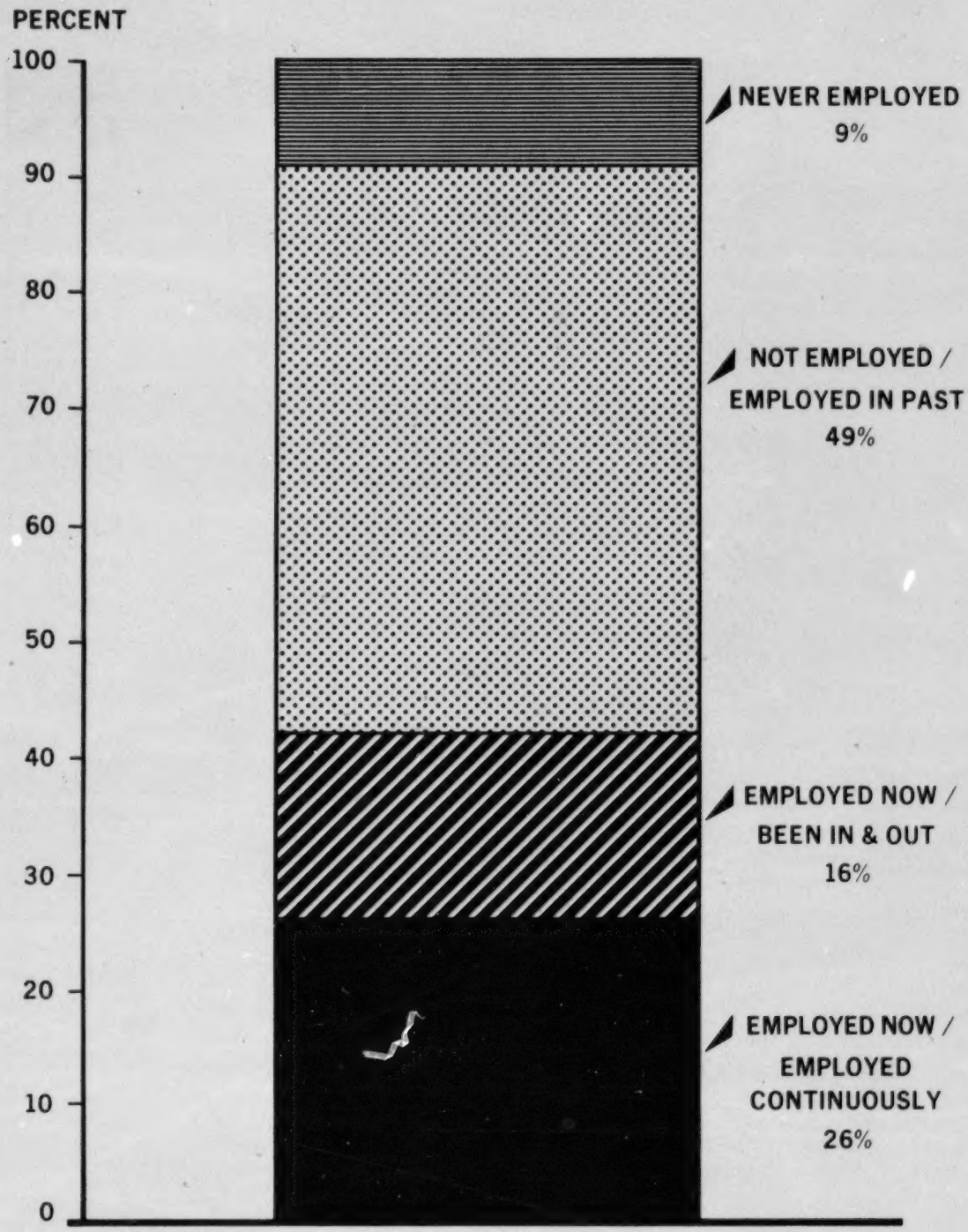

FIGURE 2-3 EMPLOYMENT HISTORY

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Chapter 3

Women and Marital Status

The Never-Married

Fifteen percent of adult American women, age 18 and over, have never married.

- Of women ages 18-24, over half (54 percent) have never married.
- Of women ages 25-34, 1 in 10 have never married.
- Of women ages 35 and older, 1 in 20 remains single.

Nearly half of these singles have an Expanding Outlook on life; 40 percent have the Balancing Outlook viewpoint; and 13 percent have a Traditional Outlook (figure 1-3, page 7).

Two-thirds of all women think a woman can lead a full and happy life without marrying, and 6 out of 10 think a man can. Single women are the most convinced a happy life is possible alone, while widows are the least sure. Table 3-1 shows 65 percent of all women think it's possible for women to live happy lives without marrying. A slightly smaller percentage (60 percent) think men can live full and happy lives without marrying.

The Married

Although 85 percent of women have been married at some time in their lives, only two-thirds are currently married and living with their husbands. Five percent of the total are currently divorced; 2 percent are separated; and 12 percent are widowed (figure 3-1).

Seven out of 10 women have been married once; 11 percent twice; and 3 percent three or more times (figure 3-2).

Among those currently married and living with their husbands, 38 percent have been married 25 years or more, and 10 percent have observed their 50th anniversary.

Three-fourths of those who are married and living with their husbands feel absolutely certain their present marriage will last until death. This certainty is in very different proportions for white compared with black women (table 3-2).

Differences in outlook on marriage vary most according to the ages of women. As figures 3-3, 3-4, and 3-5 illustrate, young women differ most from their grandmothers' generation in agreeing or disagreeing with the following three statements. (Those the age of the mothers of such young women appear to be caught in the middle.)

TABLE 3-1

AGREEMENT AND DISAGREEMENT WITH . . . "A WOMAN CAN LIVE A FULL AND HAPPY LIFE WITHOUT MARRYING"

	All Women	*Never Married*	*Now Married*	*Divorced/ Separated*	*Widowed*
Agree	65%	84%	64%	66%	54%
Disagree	24	14	25	29	29
No opinion . . .	11	2	11	5	17
	100	100	100	100	100

AGREEMENT AND DISAGREEMENT WITH . . . "A MAN CAN LIVE A FULL AND HAPPY LIFE WITHOUT MARRYING"

	All Women	*Never Married*	*Now Married*	*Divorced/ Separated*	*Widowed*
Agree	60%	72%	60%	55%	44%
Disagree	29	24	28	34	38
No opinion . . .	11	4	12	11	18
	100	100	100	100	100

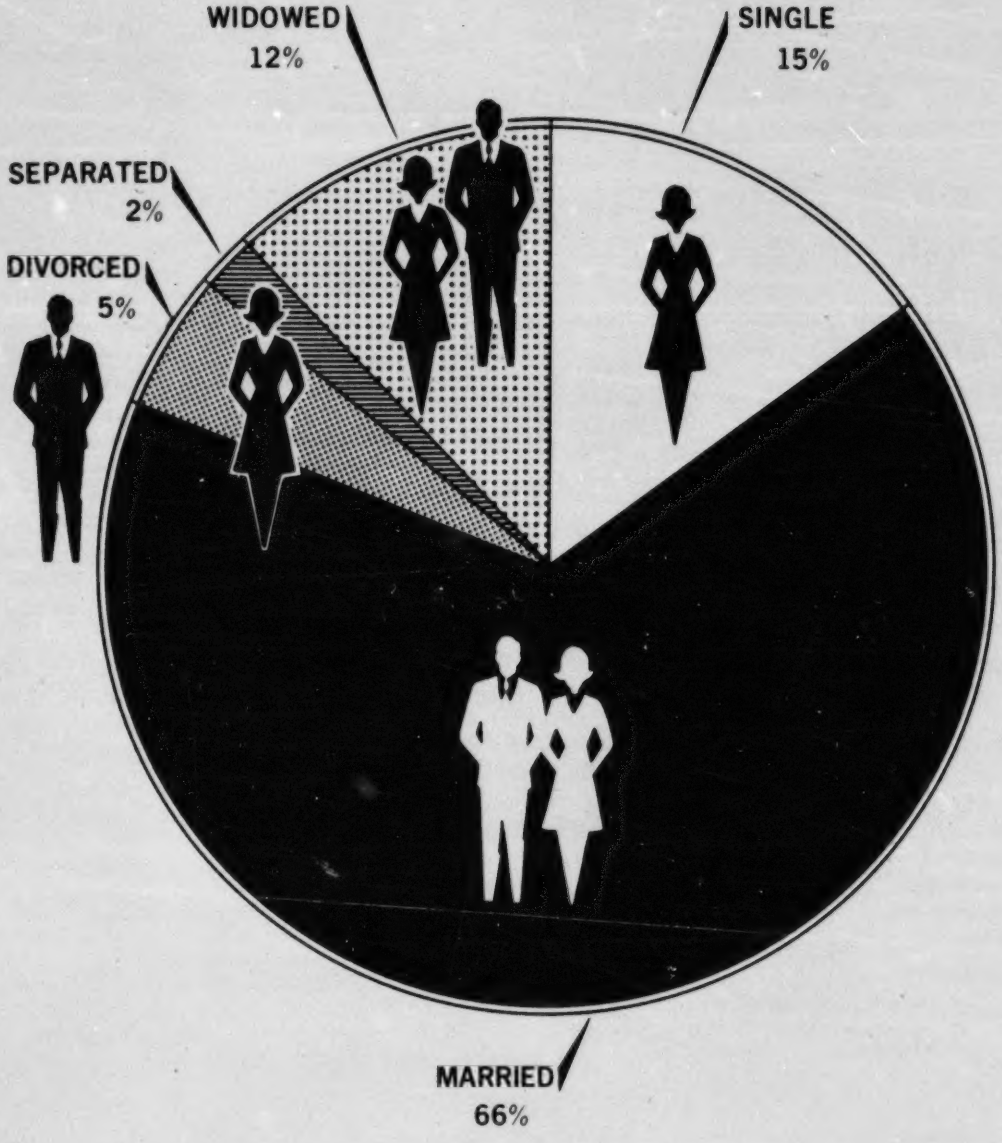

FIGURE 3-1 PRESENT MARITAL STATUS

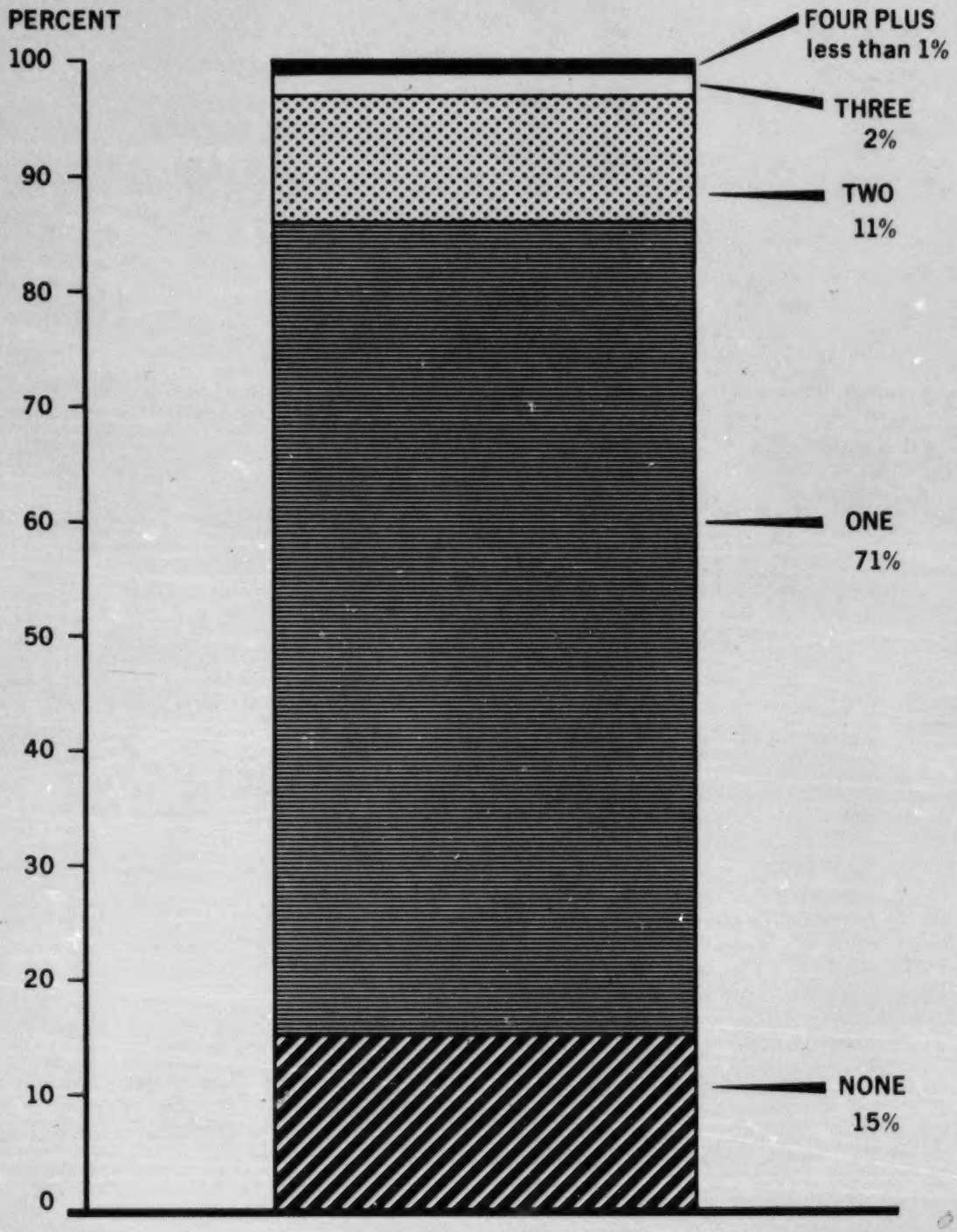

FIGURE 3-2 NUMBER OF MARRIAGES IN LIFE

TABLE 3-2

CERTAINTY MARRIAGE WILL LAST UNTIL DEATH OF SELF OR HUSBAND

	All Married Women	*White Married Women*	*Black Married Women*	*Spanish Married Women*
Absolutely certain	75%	77%	50%	71%
Fairly certain	19	19	30	26
Not so certain	4	3	12	3
Refused	2	1	8	0
	100	100	100	100

- It is much better for everyone involved if the man is the achiever outside the home and the woman takes care of the home and family.
- It is more important for a wife to help her husband than to have a career of her own.
- If a wife earns more than her husband, the marriage is headed for trouble.

The majority of women younger than 45 disagree with these statements. Those 45 and older agree. Minority women view a woman's earning more than her husband as a greater threat to marriage than do those in the white majority (figure 3-6).

The Divorced, Separated, and Widowed

Although only 5 percent of women are currently divorced and 2 percent are currently separated, far more have been through divorce and separation. The one-fourth of married women who are not absolutely certain their marriages will last until death are, theoretically, looking at what's happened to others. Nearly one-fourth (22 percent) of those ages 35-54 who have ever been married have also been divorced. Many of them have remarried.

Twelve percent of adult women are widows now, but 18 percent have been widowed at some time (table 3-3).

Alimony and Child Support

Only 14 percent of divorced women were awarded alimony at the time of settlement, and only 44 percent of divorced mothers were awarded child support. The figures are lower for blacks than for whites. Of those who were awarded alimony, only 46 percent were able to collect regularly, and only 47 percent were able to collect child support regularly. Fewer than half those awarded alimony collected it regularly (table 3-4).

With or without child support and alimony, the majority of American women experience a lower in-

TABLE 3-3

EVER DIVORCED, SEPARATED OR WIDOWED IN LIFE (PERCENT OF THOSE EVER MARRIED)

		AGE					
	All Women Ever Married	*18-24*	*25-34*	*35-44*	*45-54*	*55-64*	*65 Plus*
Ever divorced in life	16%	10%	13%	22%	22%	16%	11%
Ever separated in life	4	4	5	4	5	7	2
Ever widowed in life	18	1	1	4	16	28	59

TABLE 3-4

AWARD AND COLLECTION OF ALIMONY AND CHILD SUPPORT

	All Women Ever Divorced/ Separated	*White Divorced/ Separated*	*Black Divorced/ Separated*
Awarded Alimony	14%	16%	11%
Percent awarded who collected:			
Regularly	46		
Sometimes	8		
Rarely	21		
Never	21		
Refused	4		
	100		

	All Mothers Ever Divorced/ Separated	*White Mothers Divorced/ Separated*	*Black Mothers Divorced/ Separated*
Awarded child support	44%	48%	30%
Percent awarded who collected:			
Regularly	47		
Sometimes	16		
Rarely	15		
Never	16		
Refused	6		
	100		

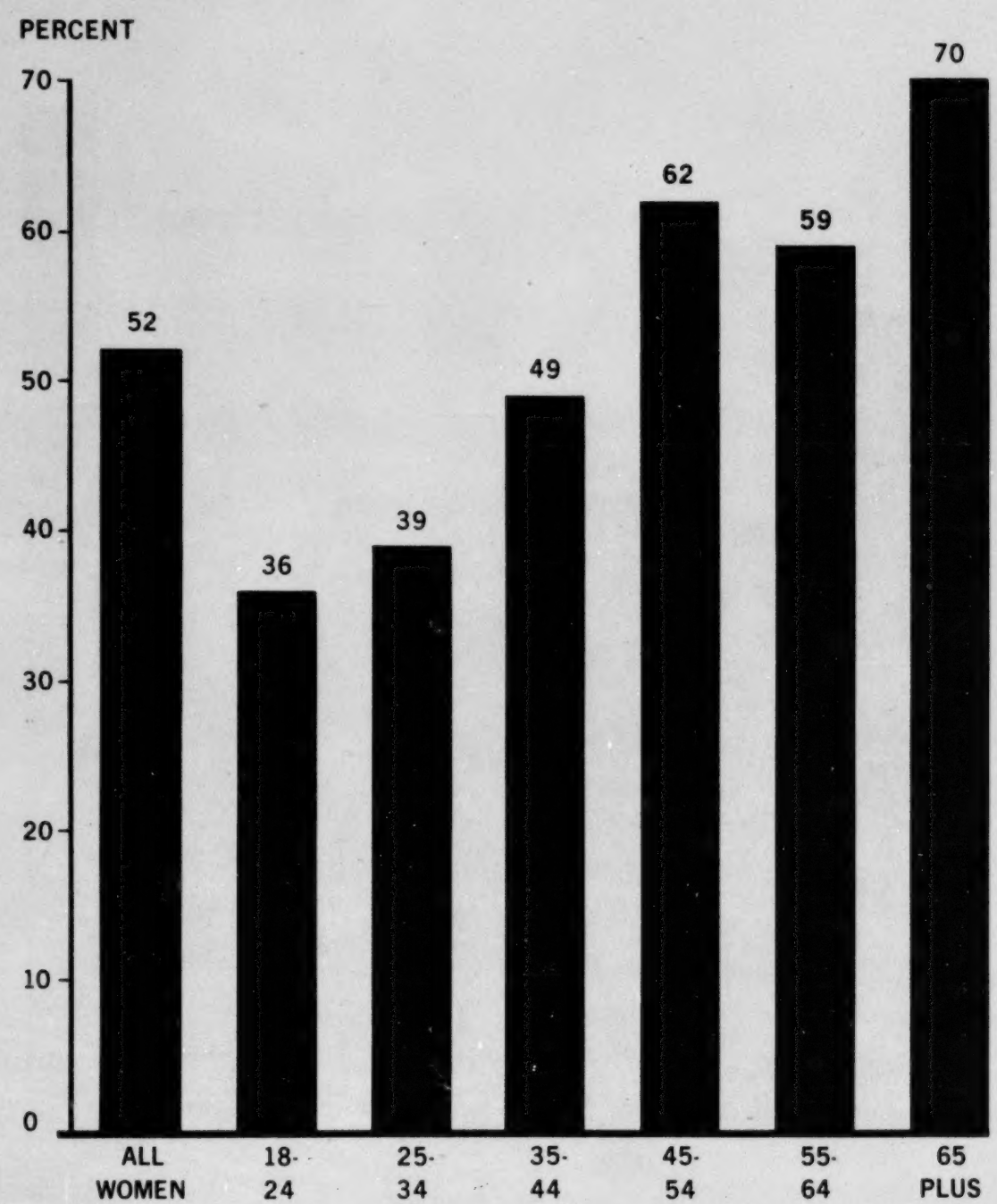

FIGURE 3-3 AGREEMENT BY AGE: "It is much better for every one involved if the man is the achiever outside the home and the woman takes care of the home and family."

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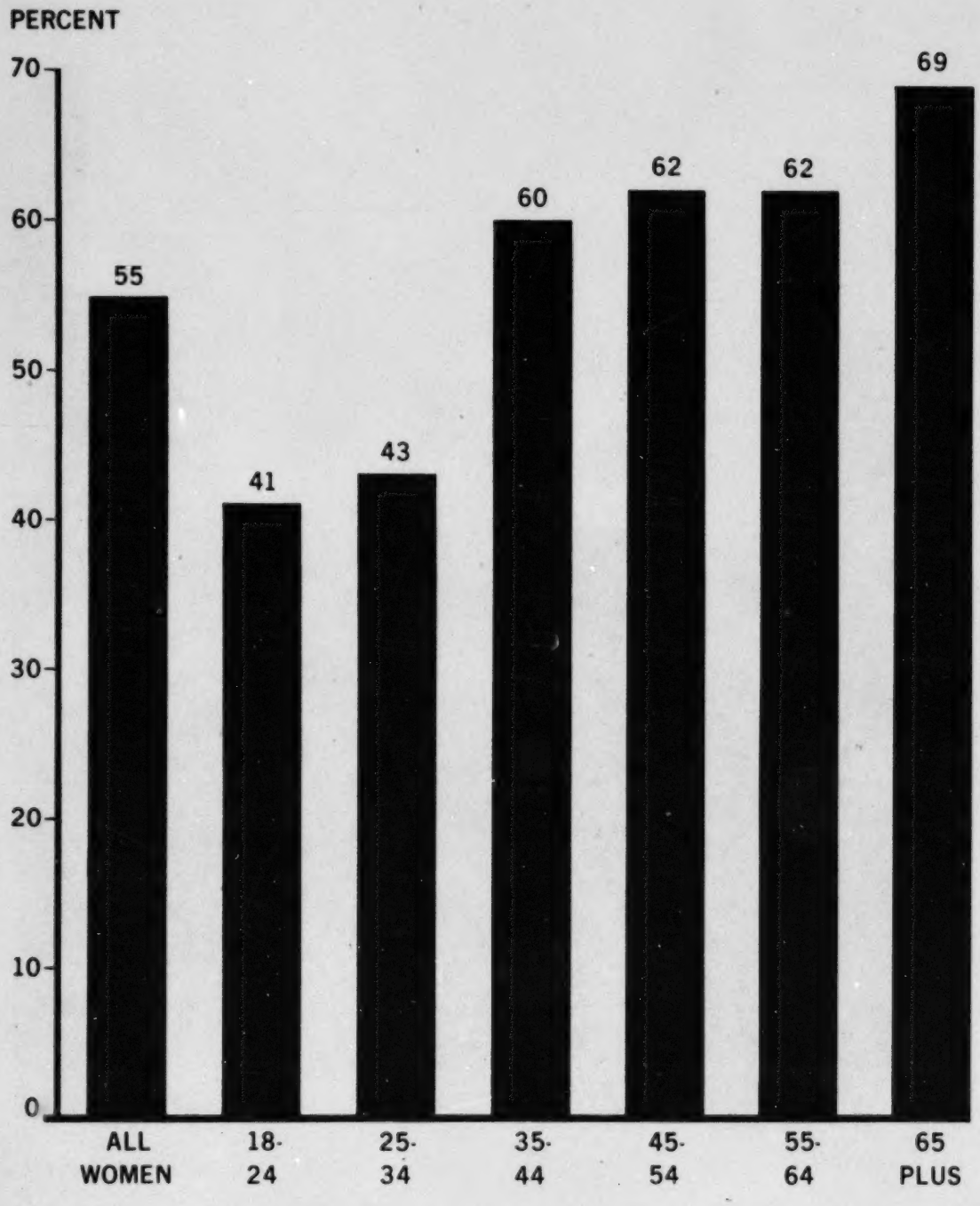

FIGURE 3-4 AGREEMENT BY AGE: "It is more important for a wife to help her husband than to have a career of her own."

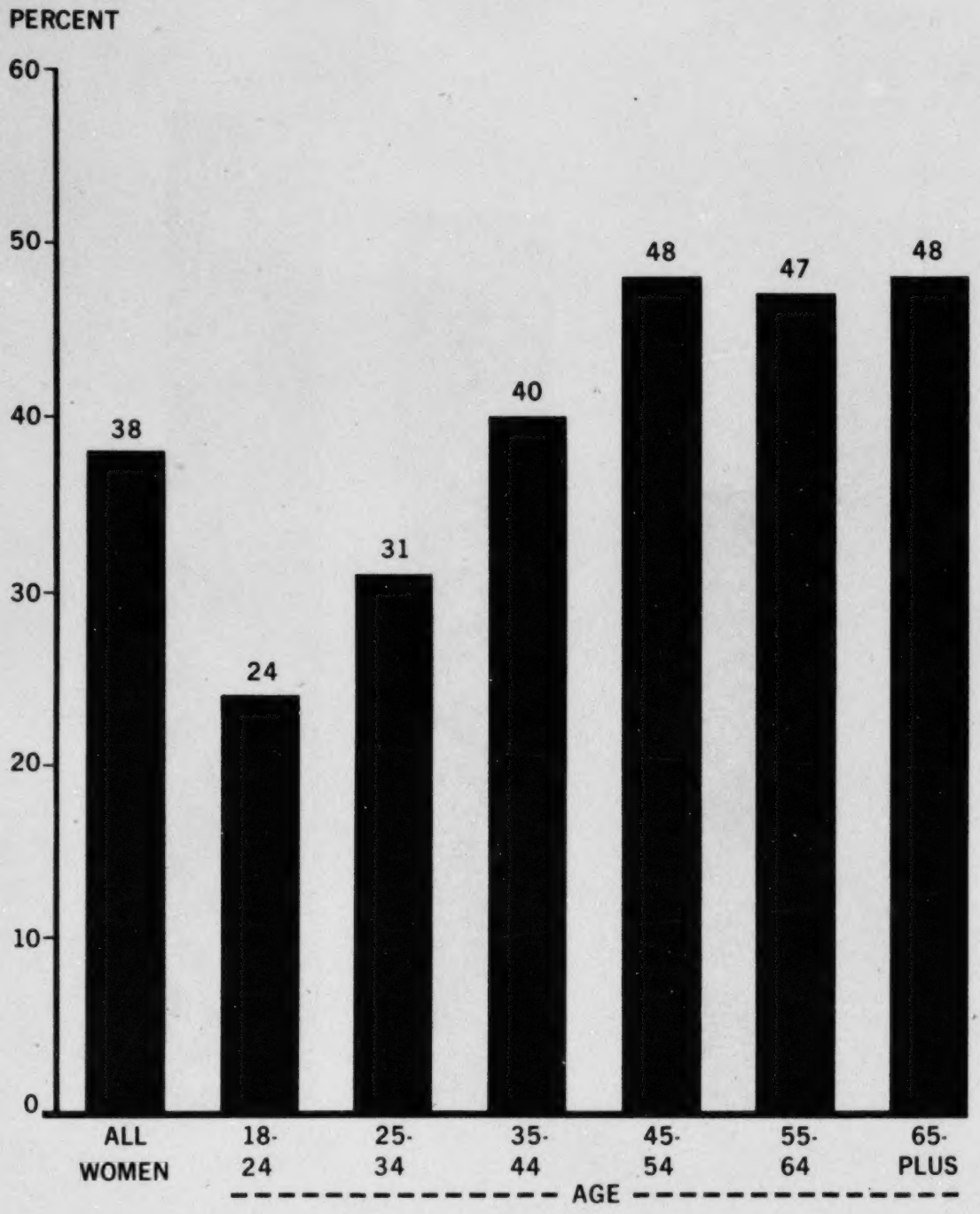

FIGURE 3-5 AGREEMENT BY AGE: "If a wife earns more than her husband, the marriage is headed for trouble."[27]

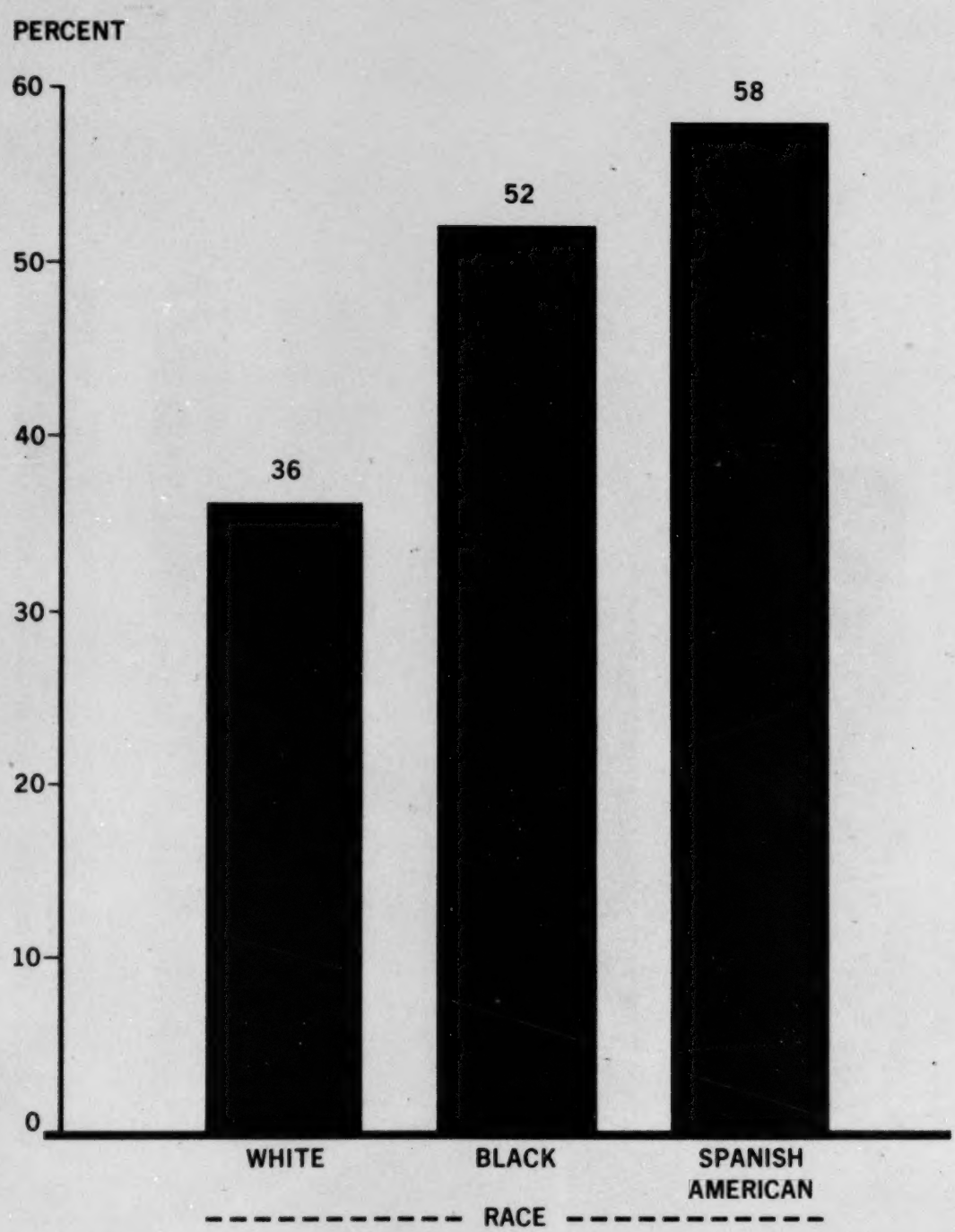

FIGURE 3-6 AGREEMENT BY RACE: "If a wife earns more than her husband, the marriage is headed for trouble."

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come standard after a divorce. Sixty-one percent indicate their income from all sources was less than that of their ex-husbands immediately after the divorce.

In the past, the children of divorce have usually been placed in their mother's custody after a divorce. Alimony and child support, when awarded, were usually the father's responsibility.

Today, American women are saying that neither parent should be preferred for custody and that alimony or child support are a mutual responsibility which should depend on need or means.

The majority of Expanding Outlook women share these new views, and even a plurality of older women are saying that child support, child custody, and alimony should be based on circumstances at the time of the breakup of the marriage, or that both parents should be considered equally for custody and support (table 3-5).

More minority women than white women favor traditional arrangements, whereby mothers get custody of children and fathers pay child support. Fourteen percent of whites, but 38 percent of blacks and 26 percent of Spanish heritage, feel custody should always go to the mothers. Sixteen percent of whites, but 37 percent of the minority women, think that the father alone should have to pay child support.

Seven out of 10 women agree, however, that the loss of earning power by a woman who has been strictly a homemaker for many years should be taken into consideration in divorce settlements. There is similar agreement that property acquired during a marriage should be split equally, no matter who paid for it originally.

TABLE 3-5

IF A COUPLE IS DIVORCED . . .

		Age		
	All Women	*Under 35*	*35-54*	*55 and Over*
Who should get custody of minor children?				
Usually the woman	17%	13%	16%	24%
Usually the man	1	. . .	1	. . .
Both parents considered equally	37	48	34	26
Depends on circumstances	45	39	49	50
	100	100	100	100
Who should pay child support if both parents work?				
Father only	20%	15%	18%	28%
Mother only	1	1	1	. . .
Both parents	49	49	53	46
Depends on circumstances	30	35	28	26
	100	100	100	100
Should the woman get alimony if she can support herself?				
Yes	13%	9%	12%	18%
No	70	78	68	60
Depends on circumstances	17	13	20	22
	100	100	100	100
Should the woman be required to pay the man alimony if he is not able to support himself?				
Yes	44%	47%	46%	39%
No	41	42	39	41
Depends on circumstances	15	11	15	20
	100	100	100	100

Chapter 4

Motherhood, Family Planning, and Child Care

Motherhood

Nearly three-fourths of adult women have had a baby, but only 43 percent have minor children (17 or under) living in their households now. The rest have sons and daughters who are grown.

One-fifth of women (21 percent) have preschool children at home now.

One-third of all mothers have had two children; 16 percent have had five or more; and 3 percent have had nine or more.

Three percent of women are natural mothers who also have an adopted, step, or foster minor child in their household now. One percent of women never had a child of their own but have an adopted, step, or foster minor child at home now (table 4-1).

Younger mothers with preschool children are slightly less apt to hold the Traditional Outlook, while older mothers, whose children have grown, are far more likely to have a Traditional Outlook (figure 4-1).

Women who have never had children—and a large number of this group are young singles—are more apt to have Expanding Outlook views.

Half of all three types of mothers—Expanding, Balancing, or Traditional Outlook—agree that the ideal lifestyle would include staying home while children are small.

Family Planning

Virtually all women feel that the decision about when to have children should be made jointly by the man and the woman. However, only one-third planned the timing of all their pregnancies; one-third planned some of their pregnancies; and one-third had all their children unplanned.

The proportion of planned pregnancies varies by race (figure 4-3) and rises with education (figure 4-2) and income. Younger women are planning their pregnancies more than older women did (figure 4-4).

Three-fourths of unplanned pregnancies occurred because the woman was not using any birth control method; one-fourth occurred because a method failed or because the method was not used properly.

TABLE 4-1

NUMBER OF CHILDREN

Have given birth to a child		73%
Number of children among those who have given birth:		
One child	20%	
Two children	32	
Three children	20	
Four children	12	
Five children	7	
Six children	4	
Seven children	1	
Eight children	1	
Nine or more children	3	
	100	
Have given birth to a child and also have adopted/step/foster minor child now	3%	
Have never given birth to a child		27%
Never given birth but have adopted/step/foster minor child now	1%	
		100

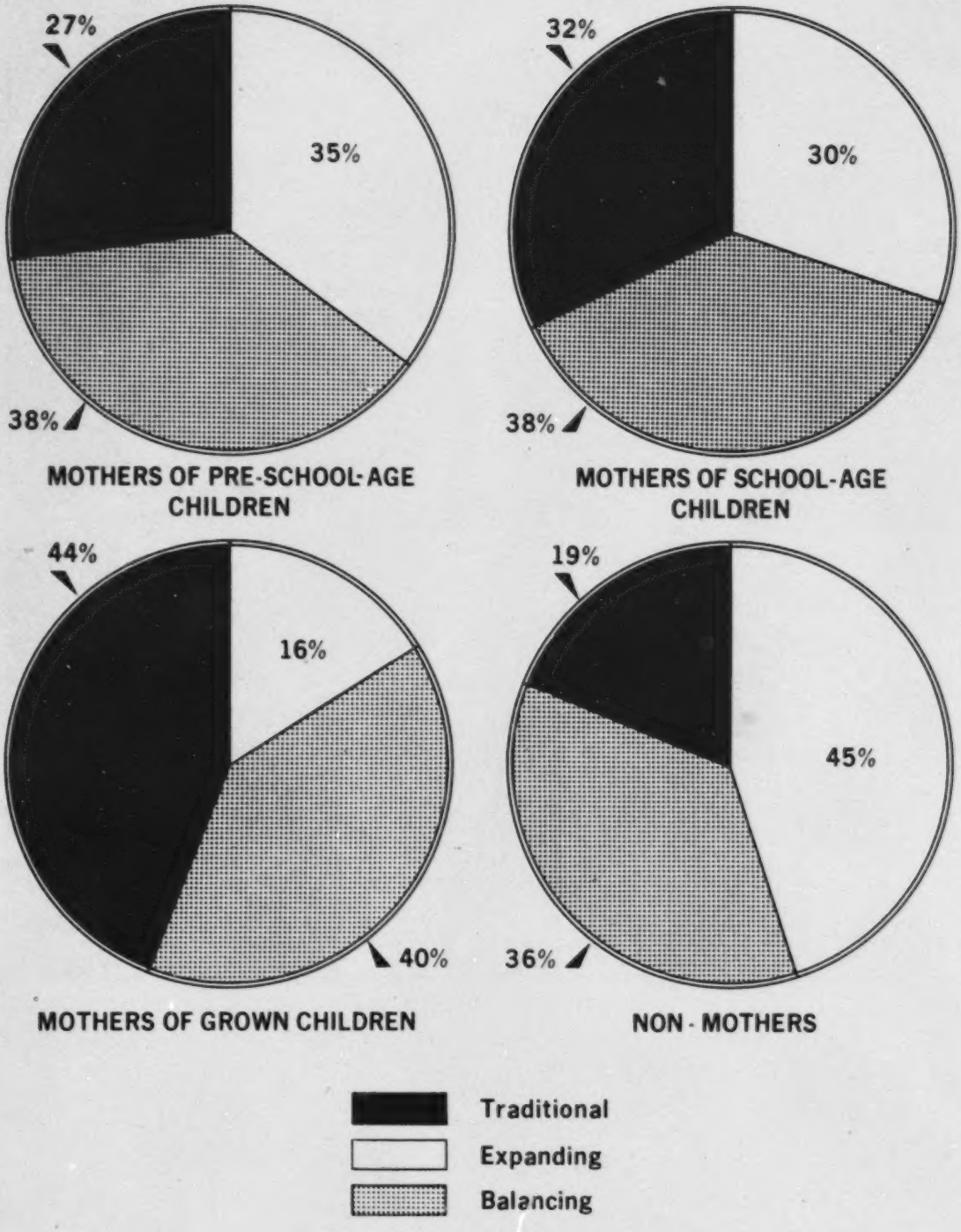

FIGURE 4-1 OUTLOOK OF WOMEN'S ROLES BY MOTHERHOOD

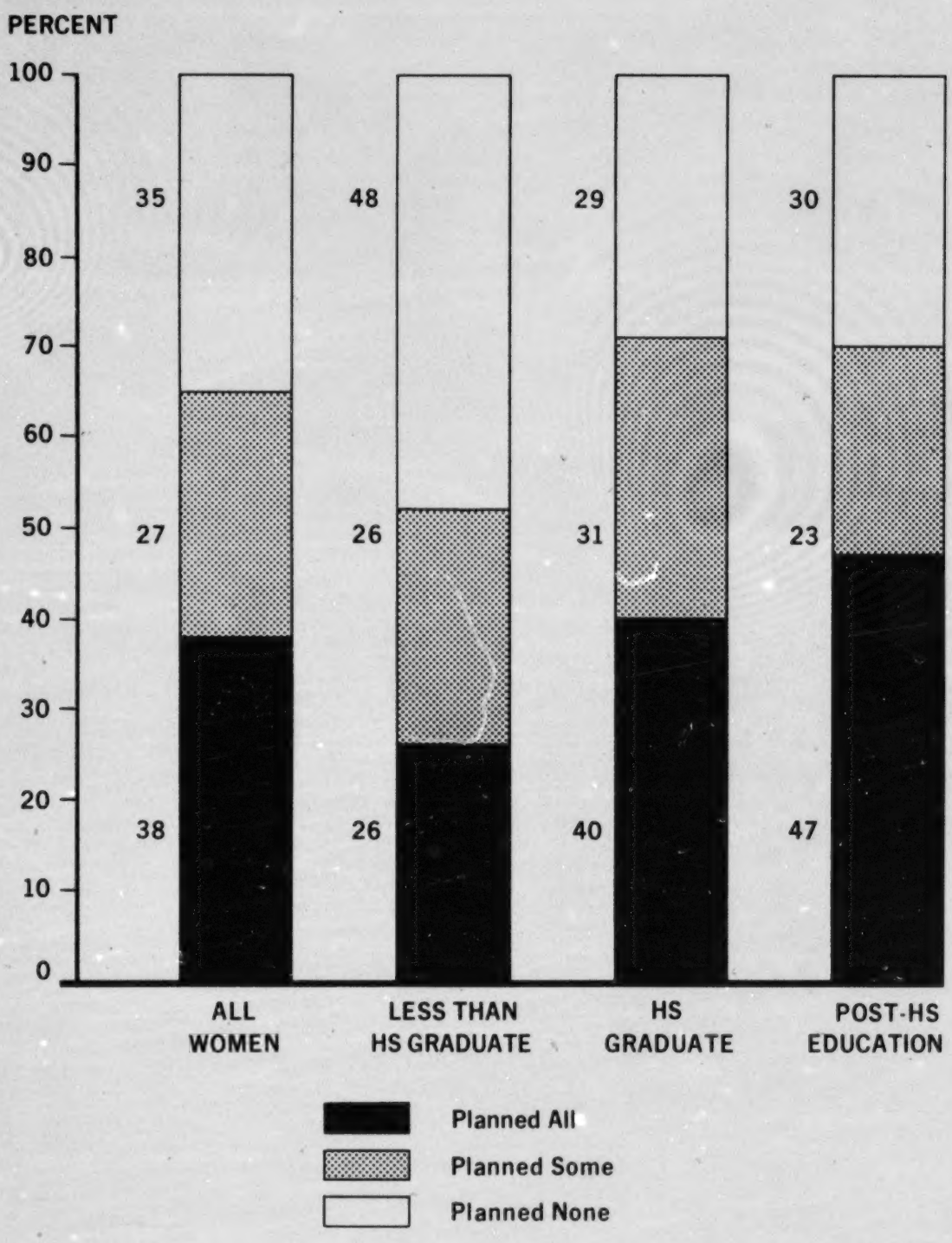

FIGURE 4-2 PLANNED PREGNANCIES BY EDUCATION LEVEL

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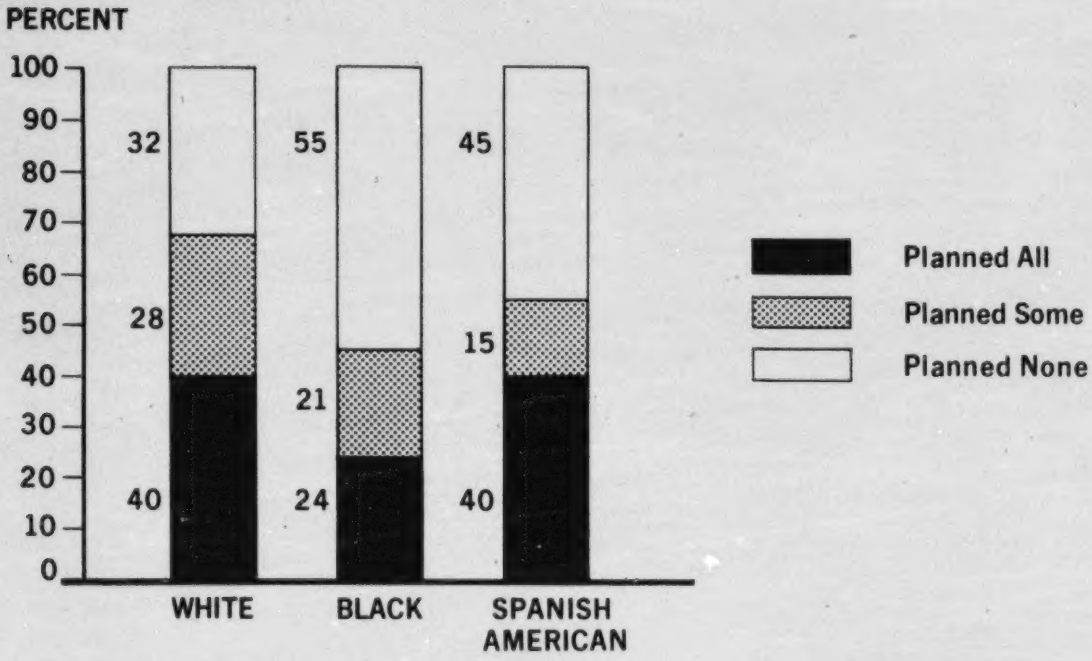

FIGURE 4-3 PLANNED PREGNANCIES BY RACE

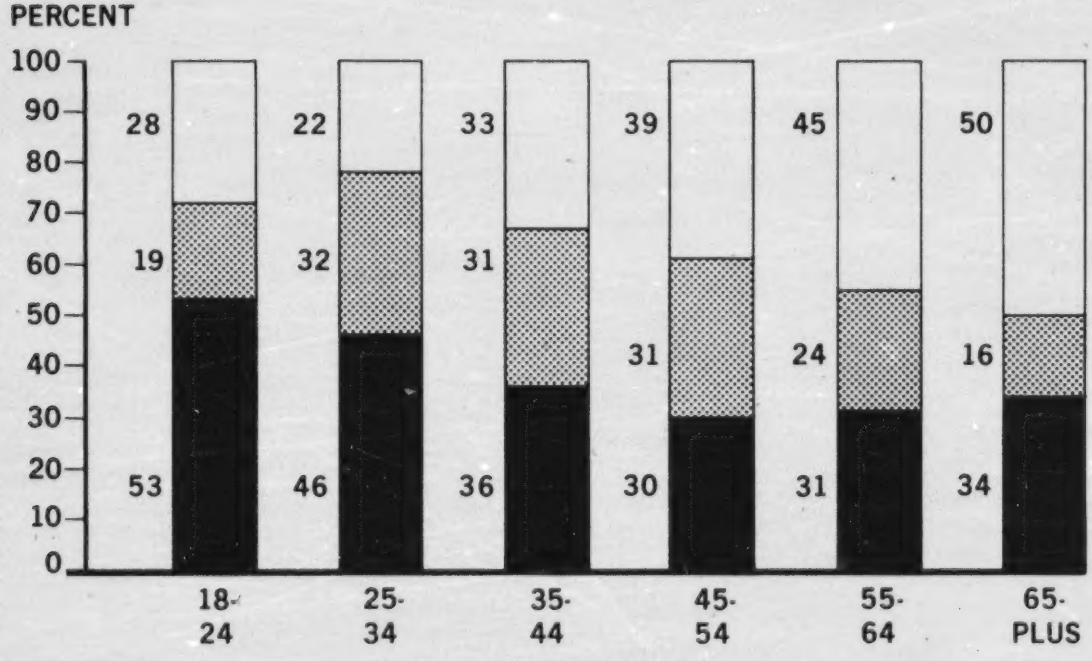

FIGURE 4-4 PLANNED PREGNANCIES BY AGE

Forty-three percent of women in the main child-bearing years (18-44) are presently using some form of birth control. One-fourth of all adult women practice birth control. This proportion is similar among groups of never-marrieds, currently-marrieds, and divorced and separated. Usage varies most with age (figure 4-5).

Only 5 percent of those not practicing birth control claim they want to.

Child Care

Women who work and have young children are heavily dependent on the traditional forms of child care: babysitters, husbands, and their own mothers.

Formal child-care facilities and services – day-care centers and nursery schools – are in relatively low usage, in part because they are unavailable or have schedules unsuited to the needs of working mothers. Therefore, working mothers who can afford them turn to babysitters, while others work out schedules with husbands, mothers, and older sons and daughters.

One-fifth of women have preschool children at home. One-third of this group use child care on a regular basis, including women who are not working but who use babysitters and nursery schools for personal or child-education reasons.

Forty-three percent of women have children under 18 at home, but only 7 percent of them use afterschool or vacation child care (table 4-2).

As shown in table 2-8 (p. 18), 21 percent of adult women are not employed now, but they expect to return to employment outside the home. To seek paid employment now, or to obtain additional education and job training, nearly half of these women would need afterschool and vacation child care.

Nearly two-thirds of all women agree that the government should assist in providing child care on an ability-to-pay basis. There are age and race differences on this issue. But whether women plan to use child care or not, there is substantial majority agreement that the option of government-assisted child care on an ability-to-pay basis should be available to mothers (table 4-3).

TABLE 4-2

USE AND TYPE OF CHILD CARE

	Preschool for Women With Children Age 5 and Younger	*After School for Women With Children 0-17*
Child care on regular basis		
Yes	32%	7%
No, not stated	68	93
	100	100
What type of child care is that? (some multiple answers)		
Baby sitter	44	46
Relative:		
Husband, parent	22	23
Son, daughter 14 years or over	7	14
Son, daughter under 14	1	...
Private nursery school	14	8
State-subsidized day care	7	2
Family day care	2	2
Exchange babysitting	3	2
Friend	5	2
Nonlicensed facility or person [1]	...	2
Other	4	6

[1] Many other child-care sources are probably unlicensed.

TABLE 4-3

AGREEMENT/DISAGREEMENT: "THE GOVERNMENT SHOULD ASSIST IN PROVIDING CHILD CARE ON AN ABILITY-TO-PAY BASIS FOR THOSE WHO NEED CHILD CARE"

AGE

	All Women	*Under 35*	*35-54*	*55 and Over*
Agree	73%	82%	67%	67%
Disagree	19	14	23	21
No opinion	8	4	10	12
	100	100	100	100

RACE

	White	*Black*	*Spanish American*
Agree	71%	85%	82%
Disagree	20	10	13
No opinion	9	5	5
	100	100	100

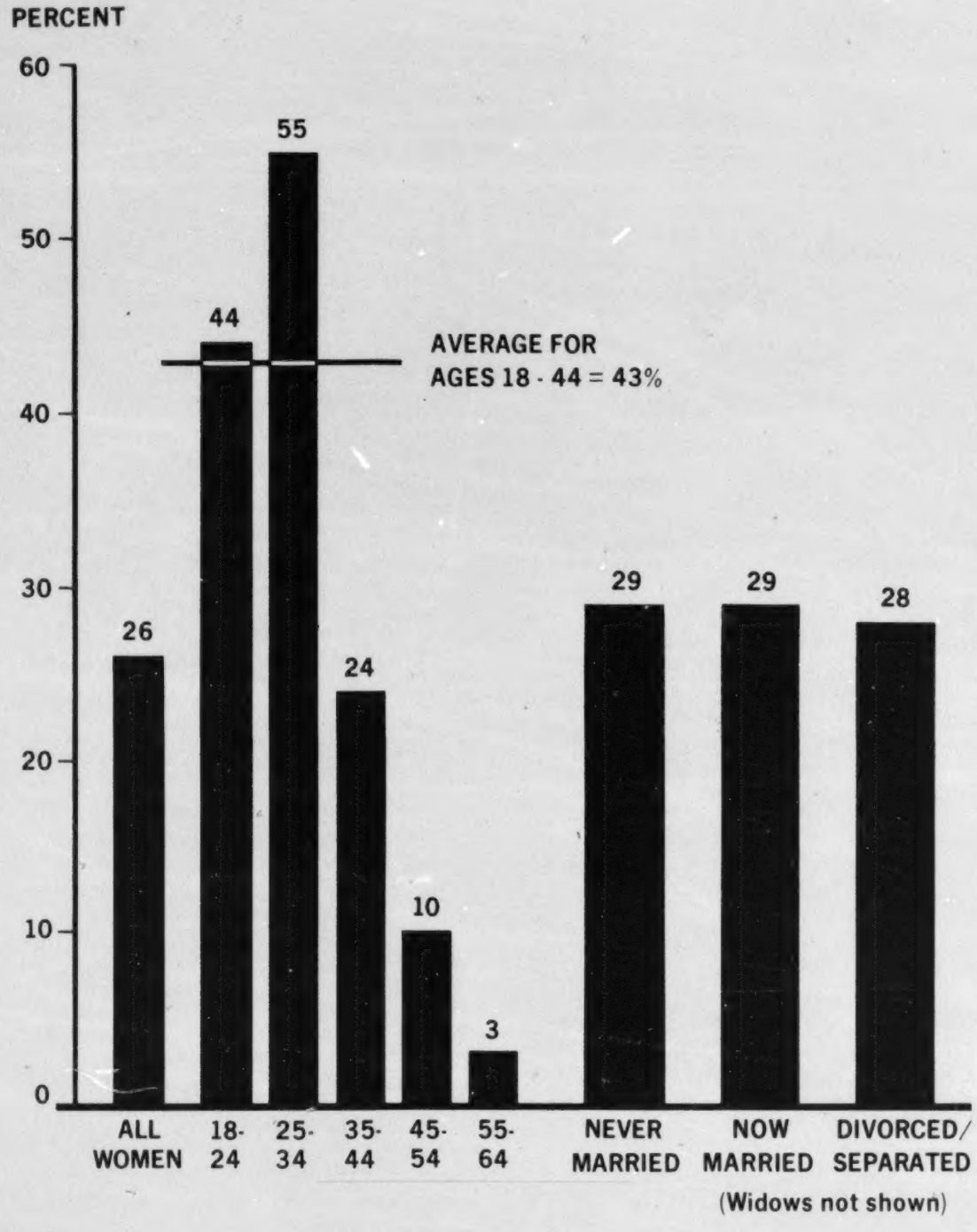

FIGURE 4-5 USE OF BIRTH CONTROL METHOD BY AGE AND MARITAL STATUS

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Chapter 5

Leisure Activities, Mass Media Use, and the Media Image of Women

Leisure Activities

Put simply, women think of leisure in terms of what provides them relaxation. Thus, a working woman may consider housecleaning as leisure, even though many full-time homemakers would not agree.

Choice of leisure does vary with age and—depending upon the activity—with education.

There is surprisingly little difference in leisure pursuits between urban, suburban, small town, and rural women. Even gardening, which is often considered a noncity activity, is enjoyed by city dwellers who have interest in houseplants.

When all activities considered as leisure are clustered, they form a dozen categories. Women who participate in one activity in those categories (see table 5-1) are more likely than others to take part in additional activities in the same cluster.

Women who hold the Expanding Outlook engage more than other women in outdoor sports, camping, and cultural activities. Traditional and Balancing Outlook women enjoy spectator activities, such as watching television and attending sports events, more than those who share the Expanding Outlook viewpoint. Other leisure pursuits listed in table 5-1 are enjoyed by similar proportions of women representing the three outlooks.

Mass Media Use

Expanding Outlook women are more likely to have read a newspaper the day before than their Traditional or Balancing Outlook peers. Similarly, Balancing Outlook women are more likely to have read a newspaper than women in the Traditional Outlook category.

Women under 25 read newspapers less frequently than those over that age. Half of women with less than a high school education reported they read, or at least scanned, a newspaper the day before. The same response came from two-thirds of those who were high school graduates and three-fourths of those who had had some post-high school education.

Reader's Digest is the most read of all magazines. Women in the Expanding Outlook group are more interested than others in these types of magazines:

- News magazines (*Time*, *Newsweek*, and *People*);
- Large-circulation women's magazines (*Ladies' Home Journal*, *McCall's*, *Good Housekeeping*, *Redbook*);
- Fashion magazines (*Harper's Bazaar*, *Glamour*, and *Mademoiselle*);
- Sex interest magazines (*Playgirl*, *Playboy*, *Cosmopolitan*).

Traditional and Expanding Outlook women are more likely to have read home decorating magazines such as *Better Homes and Gardens* and *House and Garden*.

Certain groups of magazines are read in near-even proportions by all three groups of women. Included are *Reader's Digest* and *National Geographic* and magazines sold at the supermarket, such as *Woman's Day* and *Family Circle*.

TABLE 5-1

LEISURE, HOBBY AND CULTURAL ACTIVITIES WHICH GIVE WOMEN THE MOST ENJOYMENT (PERCENT MENTION) [1]

	All Women	Age: Under 35	Age: 35-54	Age: 55 and Over
Outdoor sports [2]				
Ski/golf/tennis/skating	29%	47%	24%	9%
Water sports/swim/boating/water skiing	19	30	17	6
Walking/gymnastics/dancing/hiking/jogging	8	11	7	4
Outdoor sports (unspecified)	2	3	2	1
Total outdoor sports	58	91	50	20
Needlework/sewing/art-crafts				
Sewing	18%	18%	19%	15%
Needlework crafts	14	13	12	18
Art crafts/ceramics/painting	6	7	8	5
All other crafts	4	4	5	4
Total needlework/crafts	42	42	44	42
Read/study/education	23%	22%	24%	24%
Home-related				
Gardening/plants	10%	6%	12%	13%
Cooking	4	5	3	4
Interior decorating/home projects	3	2	3	2
Total home-related	17	13	18	19
Spectator				
Watching sports	11%	10%	14%	10%
Watching TV	5	2	4	9
Total spectator	16	12	18	19
Indoor sports/bowling	11%	14%	14%	5%
Camping/fishing/hunting	10%	9%	15%	7%
Volunteer/church and child-related activities				
Volunteer activities/civic groups/charitable	4%	3%	5%	5%
Church activities/Bible reading	4	2	3	8
Child-related activities (Scouts, PTA)	3	2	5	2
Total volunteer	11	7	13	15
Social				
Visit/entertain/dine out	6%	5%	5%	7%
Bridge/all cardboard games	5	3	5	8
Total social	11	8	10	15
Cultural				
Music/piano/organ/guitar	7%	8%	6%	6%
Cultural entertainment/theatre/ballet/museums	6	8	5	5
Total cultural	13	16	11	11
Travel	4%	2%	3%	5%
Collections	1%	1%	1%	2%
Photography	1%	1%	1%	...
Animals/birds/fish	1%	1%	1%	1%

[1] Multiple mentions were allowed.

[2] Does not include camping/fishing/hunting, which form different activity cluster.

As for magazines read in the past month, the rank order by name varies for different age, race, and education groups, as shown in table 5-2. Though *Reader's Digest* and large-circulation women's magazines head the list for all groups, news magazines move up to second or third ranks among the highly educated and the young.

Eighty percent of Expanding Outlook women have read more than one book in the past 2 months, compared to only half of Traditional Outlook women. Balancing Outlook women rank between the other two types. As with newspapers and magazines, the level of book reading rises with the level of education (table 5-3).

While Expanding Outlook women attend movies more than others, the dramatic differences in attendance are based on education and age. Eight out of 10 women under 25 have been to a movie in the past 2 months, compared to only 1 out of 10 in the age group 55 and over (table 5-4).

The types of television programs watched are remarkably similar among all kinds of women, though the number of hours involved may vary. The list is headed by news programs, regular series dramas, and daily "soap operas" (table 5-5).

TABLE 5-2

MOST NAMED AS MAGAZINES READ IN PAST MONTH
(IN RANK ORDER)

All Women	*Rank*
Reader's Digest	1
Ladies' Home Journal	2
Good Housekeeping	3
McCall's	4
Time	4
Better Homes and Gardens	4
Newsweek	5
Redbook	6
Woman's Day	7
Family Circle	8
National Geographic	9
People	10
Cosmopolitan	10
Glamour	11
U.S. News & World Report	12
Ebony	13
Sports Illustrated	13
American Home	13
House Beautiful	13
Parents	13

Age Under 35	*Rank*
Reader's Digest	1
Good Housekeeping	2
Newsweek	3
Time	4
Redbook	5
Better Homes and Gardens	5
Ladies' Home Journal	6
McCall's	7
Woman's Day	8
Family Circle	9
Cosmopolitan	10
Glamour	11
People	12
National Geographic	13
Parents	14
Ebony	15
Sports Illustrated	15
Mademoiselle	15

Ages 35-54	*Rank*
Reader's Digest	1
Ladies' Home Journal	2
Time	3
McCall's	3
Better Homes and Gardens	3
Woman's Day	4
Good Housekeeping	4
Redbook	4
Family Circle	5
National Geographic	6
Newsweek	6
People	7
U.S. News & World Report	8
American Home	8

Ages 55 and over	*Rank*
Reader's Digest	1
McCall's	2
Ladies' Home Journal	3
Good Housekeeping	4
Better Homes and Gardens	5
Time	6
Newsweek	7
Redbook	8
Woman's Day	8
U.S. News & World Report	9
Family Circle	9

TABLE 5-2 – Cont.

Black Women	*Rank*
Ebony	1
Reader's Digest	2
McCall's	3
Ladies' Home Journal	4
Good Housekeeping	5
Time	5
Redbook	5

THE TOP FIVE MENTIONED MAGAZINES BY EDUCATION LEVEL

Less Than High School Graduate	
Reader's Digest	1
Ladies' Home Journal	2
Better Homes and Gardens	3
Good Housekeeping	4
Woman's Day	5

High School Graduate	
Reader's Digest	1
Ladies' Home Journal	2
McCall's	2
Good Housekeeping	3
Better Homes and Gardens	4
Redbook	4
Woman's Day	5

Post-High School Education	
Reader's Digest	1
Time	2
Newsweek	3
McCall's	4
Ladies' Home Journal	5
Good Housekeeping	5

The Image of Women in American Mass Media

Media image means different things to different women, but a large proportion regard with disdain

TABLE 5-3

NUMBER OF BOOKS READ PAST 2 MONTHS
(HARDBACK OR PAPERBACK)

	All Women	*Less Than High School Graduate*	*High School Graduate*	*Post-High School Education*
None	38%	63%	39%	18%
1-2 books	23	20	25	24
3-6 books	24	12	24	34
7 or more books	15	5	12	24
	100	100	100	100

TABLE 5-4

Number of Movies Attended Past 2 Months

	All Women	*Less Than High School Graduate*	*High School Graduate*	*Post-High School Education*
None	58%	71%	54%	46%
1-2 movies	26	19	30	30
3-6 movies	13	7	13	19
7 or more movies	3	3	3	5
	100	100	100	100

Age

	18-24	*25-34*	*35-54*	*55 and Over*
None	19%	36%	62%	88%
1-2 movies	34	41	28	11
3-6 movies	34	19	6	1
7 or more movies	13	4	4	...
	100	100	100	100

TABLE 5-5

Type of TV Program Watched Yesterday

	All Women	*Comments or Differences*
News programs	22%	Only 9% among women 18-24
Regular series dramas	17	
Soap opera-type serial	15	32% among blacks; 25% among women with less than high school education; but only 8% among women with post-high school education; 21% among women 65 and older. Slightly higher among Traditional and Balancing Outlook than among Expanding Outlook women.
TV movie	10	Slightly higher among Balancing and Expanding Outlook than among Traditional Outlook women.
Game show/quiz	8	Slightly higher among Traditional and Balancing Outlook than among Expanding Outlook women.
Variety	8	
Regular series comedy	7	
Sports	3	
Documentary	3	
Children's	1	
Educational	1	
Other	3	
Did not watch TV yesterday	39	

the way they are pictured. When American women see or read the mass media:

- About 50 percent say their image is never reflected.
- About 40 percent observe women like themselves "sometimes."
- Six to 8 percent "often" identify with women who are portrayed (figure 5-1).

American women are also lukewarm about the accuracy with which they are portrayed. Most objections came from those with the Expanding Outlook. They feel women are stereotyped – either unwilling or unable to cope with life's problems because they are women.

The greatest criticism, from all three groups, is reserved for television advertising. Complaints range from being used as sexual objects to being shown as unable to deal intelligently with a household crisis such as a broken washing machine (figure 5-2).

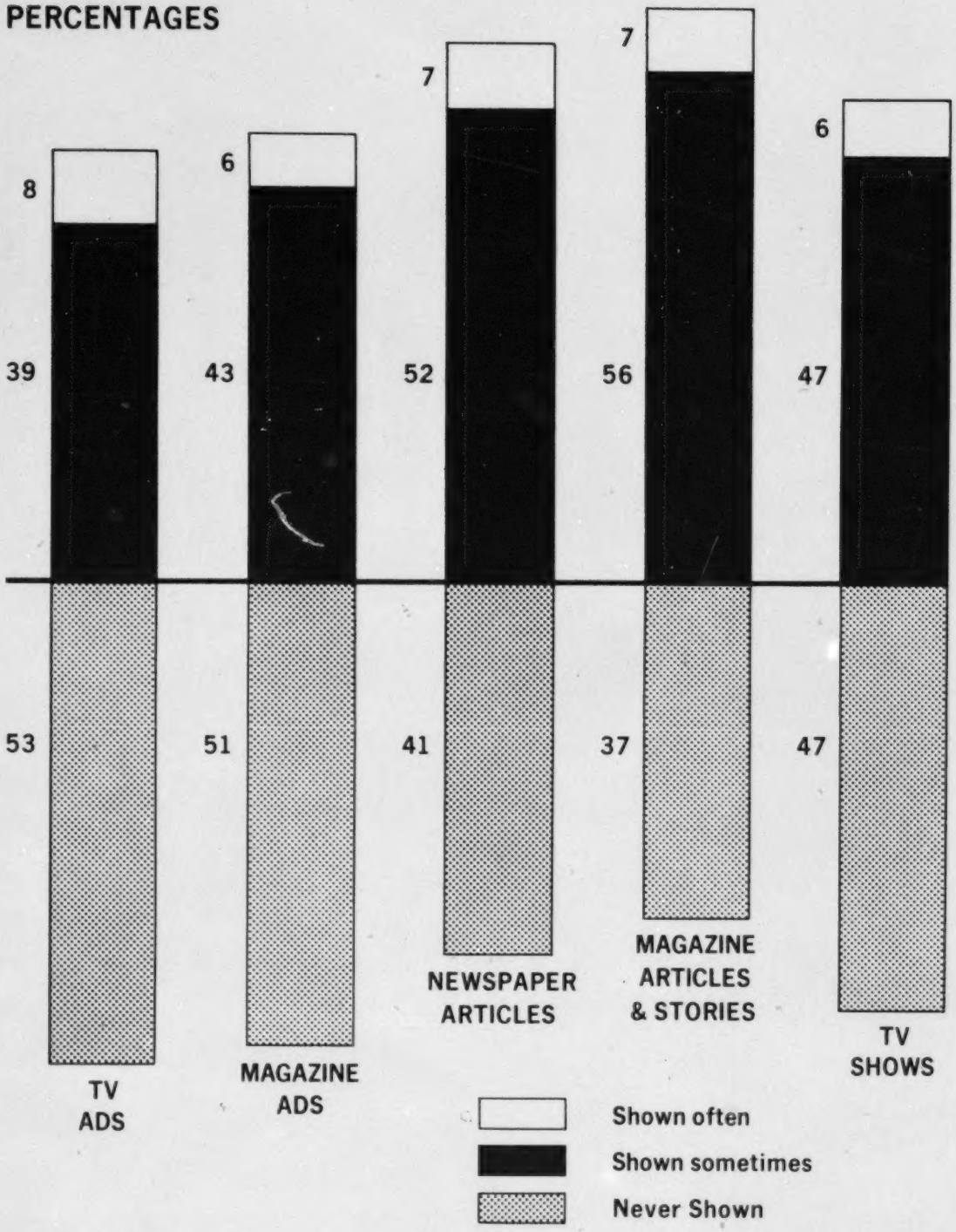

FIGURE 5-1 FEELING MEDIA SHOWS "WOMEN LIKE ME"

40

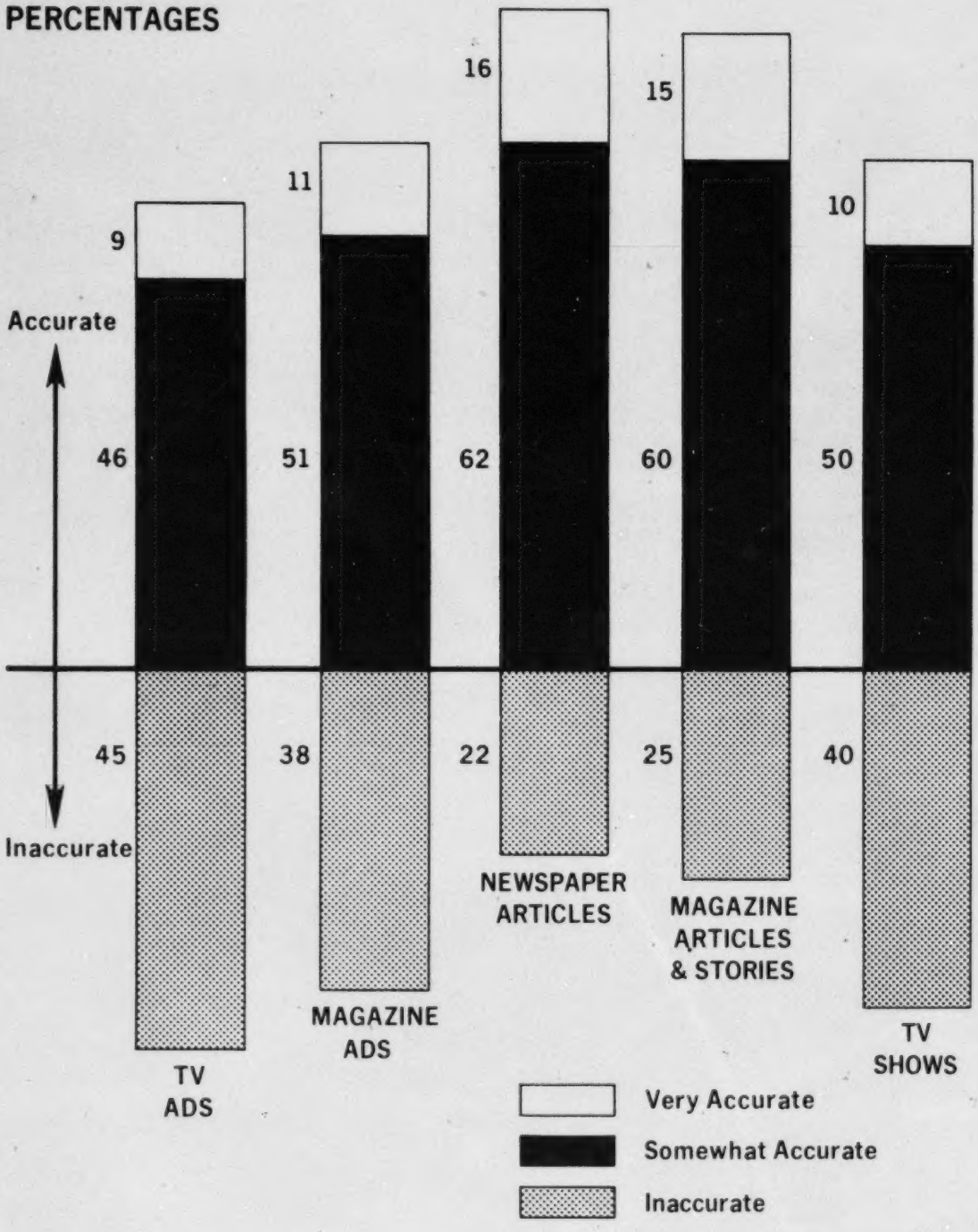

FIGURE 5-2 ACCURACY OF IMAGE OF AMERICAN WOMEN IN MEDIA

Chapter 6

The Women's Movement — Plus or Minus?

Controversy surrounds the issue of women's rights, because half of America's women favor efforts to strengthen and change their status, and the other half are split between those who resist such action and those who have neutral opinions.

While 50 percent want more options open to them, 29 percent don't think such change is necessary. The remaining 21 percent either haven't made up their minds or are ignoring the issue (figure 6-1).

Time is on the side of those pushing for change. Sixty-six percent of those under 25 favor present efforts for change, but only 30 percent of those over 65 agree. Women in their forties are the most evenly split, since they are between the older and younger generations (figure 6-2).

The term "women's movement" has a variety of meanings to American women, though positive connotations outweigh the negative by a 2-to-1 margin. Some of their responses are listed here.

Expanding Outlook women, most of whom favor changes:

- "Women . . . are just as capable of handling life as men."
- "Equality."
- "Getting out to fend for yourself and not having to depend on a man."

Balancing Outlook women, whose feelings are mixed:

- "The women's movement? I never thought about it."
- "Ability to think for themselves and choose."
- "Better life for women."

Traditional Outlook women, who oppose change:

- "Women's lib [is a] rebellion against God's plans for women."
- "Women getting out of their place."
- "Nothing."

While support for the women's movement extends to half the adult female population, one-third of women think the movement has helped them personally. Larger proportions among the young, the educated, the single, the divorced, and minority women feel they have been helped (table 6-1).

Like those in cities and suburbs, about one-third of rural women feel the women's movement has helped them personally.

By the end of International Women's Year, 1975, 34 states had adopted the Equal Rights Amendment (ERA). The approval of four more states was required before it could become a constitutional amendment. The ERA was still regarded with confusion among some American women.

There were some who thought of it only in terms of equal pay and rights on jobs. Only 24 percent knew whether or not it had passed in their own state. This proportion varied little according to role outlook or age, the two factors which most influence other opinions about women.

Only highly educated women were better informed about whether ERA had been adopted in their states.

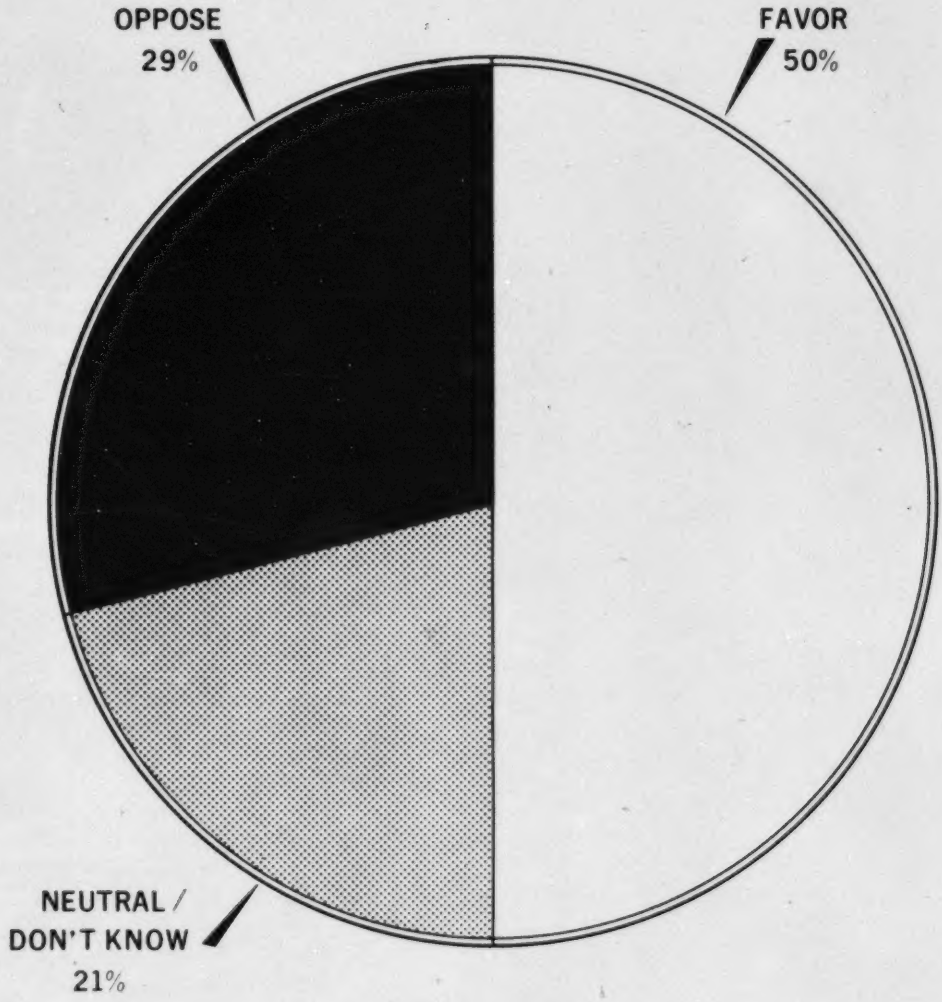

FIGURE 6-1 FAVOR OR OPPOSE EFFORTS TO STRENGTHEN AND CHANGE WOMEN'S STATUS IN SOCIETY

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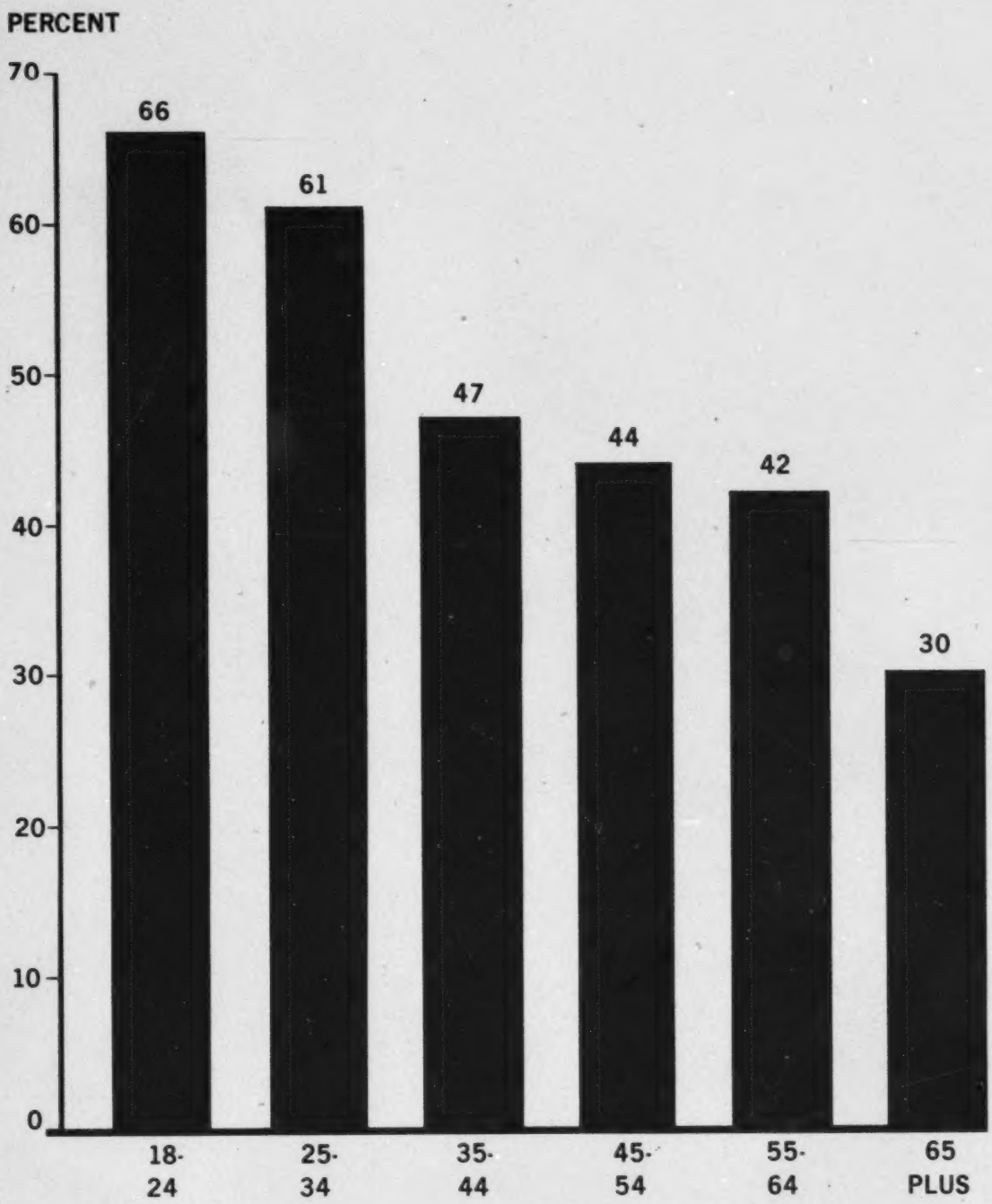

FIGURE 6-2 FAVOR EFFORTS TO STRENGTHEN AND CHANGE WOMEN'S STATUS IN SOCIETY TODAY BY AGE

TABLE 6-1

PROPORTIONS WHO FEEL THE MOVEMENT FOR WOMEN'S RIGHTS HAS HELPED THEM PERSONALLY

All women	31%
Race	
White	28
Black	49
Spanish American	38
Marital status	
Never married/single	49
Now married	27
Divorced/separated	43
Widowed	24
Age	
18-24	45
25-34	40
35-44	29
45-54	23
55-64	16
65 and over	23
Education	
Less than high school graduate	29
High school graduate	27
Post-high school education	36
Life-work pattern	
Homemaker continuously	22
Employed, then became full-time homemaker	25
Alternated employment and being full-time homemaker	28
Combined employment and being homemaker at same time	27
Employed continuously	50
Type of area	
Urban	33
Suburban	33
Rural	28

Chapter 7

Summary and Some Predictions

Whether American women personally agree or disagree with it, the women's movement has changed their outlooks and opportunities. Some say the movement improves opportunities; others say it reduces them. One-third say it has helped them personally. No one argues it has changed them.

Today's young female adult faces far different choices than her mother and grandmother, or even her older sister did. She has more options and she plans to use them.

Today's women, from ages 18 to 100+, are faced with very different ideas about the roles women should play in the home, in the labor force, and in society at large. They are very evenly distributed across a spectrum which runs from those with a Traditional Outlook – that woman's role is in the home and man's is to be the provider for the family – to those with the outlook that women can and should be free to do anything a man does.

The present times are critical and controversial for women. Half of them now are welcoming the efforts to change and strengthen women's status, while the other half of the female population is split between those who are change-resistant and those who are spectators to the controversy.

The movement to change women's roles is now part of the mainstream of opinion, though still slightly short of majority approval. Behavior patterns have not yet caught up with the concept that a woman can do and be anything.

Nine out of 10 women have been employed in the paid labor force at some time in their lives, but only 2 out of 10 have stayed in it continuously. The majority have been in and out, often by choice, but this choice explains part of the reason women's wages continue to lag behind men's. Most women still work at lower level jobs or at jobs in fields which women have traditionally dominated – office work, teaching, and health care. In these fields wages average less than in business and manufacturing. Women are just beginning to make inroads into supervisory and management jobs in any field but have hardly penetrated the skilled crafts.

Homemaking remains an option many women prefer. American women recognize the importance of homemaking and the personal satisfaction to be gained from it. They are not casting it aside, but many don't see homemaking as a full-time, lifelong role. American women want life styles which combine homemaking and employment. Only 5 percent want a career without homemaking as some part of it. However, only 1 in 10 women under 35 years of age wants to be mainly a homemaker for life. A far greater proportion of older women think this was and is the best way to live.

American women still think it is important to stay home when their children are young, many because they want to; others because the child-care options available to them are not that good. For either reason, half of adult women prefer to stay home when their children are young but to combine a job and homemaking throughout the rest of their working lives.

Whatever their own preference, they agree that the government should assist with child care on an ability-to-pay basis for those who need or want it. In the meantime, those who use child care are heavily dependent on its traditional forms – babysitters and relatives.

The trend among the young and the educated – and more of the young are educated – is toward an expanding concept of women's roles. The Expanding Outlook calls for a woman's job or career to be given as much emphasis and consideration as a man's.

Because its emphasis is on achievement as an individual, the Expanding Outlook offers more options for the woman who is not married. For those who are married, the Expanding Outlook calls for a sharing of the responsibilities of marriage, in-

cluding the responsibilities of financial support of the family, child nurture, and home care. Shared responsibility, combined with more options for daytime child care, is one way some young parents are overcoming the necessity of the mother's remaining too long off the employment scene if her personal drive is for a career.

The Expanding Outlook extends even to divorce arrangements, leaving child support, custody, and alimony to be arranged according to the circumstances and ability of both partners to provide in the dissolved marriage.

There are two other views of women's roles. Opposite to the Expanding Outlook is the Traditional Outlook – that women take care of home and family while men achieve in the world outside.

There is also a middle view, a Balancing Outlook between those who would greatly change women's roles and those who would leave them totally unchanged. The women of America are split almost equally among the three concepts, depending slightly on where the lines between them are drawn.

Women who are over 50 tend to be more traditional. Women who are now in their 40's, and black and Spanish American-heritage women, more than others, find themselves in the middle.

The Expanding Outlook, however, appears to be the wave of the future, because it is the dominant outlook among key groups of women who are likely to be setting trends. These groups are comprised of women under 35, women with post-high school education, particularly college graduates, the nonmarried (singles and divorced), and those who work in professional or technical occupations. It has a slight edge among clerical and sales workers and among labor union members. It holds the allegiance of significant minorities of all occupational groups, including homemakers.

The thinking of women who hold the Expanding Outlook will very probably be a dominant influence on the ways American women will be, and the ways women will be are these:

- Women will opt for life styles which combine jobs, careers, and homemaking.
- Most still prefer marriage, but there will be less pressure to be married because job options are better. There is already somewhat more acceptance of couples living together without marriage.
- Those who marry and want a career will plan with their husbands for a sharing of responsibilities for financial support of the household, for child rearing and home care.
- Women will continue to increase in proportions in the labor force. With greater participation, they will create a demand for more flexible forms of child care from both the public and private sector.
- As young women become adults, they will enter adulthood with a broader view of what women can do as the result of changes occurring in the socialization of girls, increasing pressures for more varied occupational and career counseling, plus more role models among adult women.
- Increasing education means women will be better prepared for a wider variety of job roles. Combined with legal pressures for equal opportunity, barriers to employment will continue to fall.
- Women who prepare themselves with education and training and give their careers priority in their life-planning will increasingly move into supervisory and administrative jobs. However, because of the absence of women in many middle-level jobs now, it will be many years before a job profile of women looks anything like one for men.
- The gap between men's and women's average incomes will not close – even if men and women are paid equally for the same job and allowed into jobs of the same description. It will not close so long as women lose seniority and years of experience by in-and-out participation in the labor force. The choice to drop out and re-enter, however, will remain the preference of many women when their children are young.
- Expanding the role options for women will not necessarily bring them greater happiness. As a group and on the average, American women are satisfied with their work and their personal lives now. The most satisfied among them are the traditional, home-centered women, but their lives will not satisfy the educated and the young who want more choices from life than homemaking.
- Homemaking will remain a career option, but increasingly it will be an occupation engaged in fulltime for a few years and parttime for a lifetime.

Change occurs in all times and in all places. For the women of America the pace of attitudinal change has been rapid in recent years. A large proportion of American women are demanding more choices. They are preparing themselves with training for more diverse job roles than in the past. They are seeking ways to combine the traditional role of homemaker with the chance to hold jobs which utilize all of their talents and capabilities. They are expanding their view of what the lives of women could and should be.

When outlooks change, behavior follows.

Appendix A
A Demographic Profile of Adult American Women

The national sample of 1,522 adult women interviewed by Market Opinion Research for the National Commission on the Observance of International Women's Year showed the following proportions in each demographic group.

Demographic Profile of Adult American Women

	Percent of sample
Age	
18-20 years	8
21-24	10
25-34 years	22
35-44 years	16
45-54 years	15
55-64	14
65 years and over	15
Education	
Elementary school	10
Some high school	17
Graduated high school	35
Some college	22
Graduated college	10
Post graduate	5
Current Employment	
Full-time work	31
Part-time work	11
Not working	58
Principal Occupation	
Homemaker	49
Teacher	4
Education administrator	(1)
Nurses/medical/health	2
Other professional/technical	2
Total professional 12%	
Officials/business owners/administrators	4
Clerical/secretarial/sales	13
White collar 13%	
Skilled craftsmen/foremen	(1)
Operatives/kindred workers	3
Blue collar 3%	
Household workers	1
Waitresses/food service	2
Other service workers/laborers	3
Service 6%	
Students	5
Unemployed/laid off	3
Retired	9
Union Membership	
Yes	9
No	91

[1] Less than 1 percent.

	Percent of sample	
Marital Status		
Single/never married	15	
Married and living with husband	66	
Divorced	5	
Separated	2	
Widowed	12	
Marriages in Lifetime		
None	15	
One	71	
Two	11	
Three	2	
Four or more	(1)	
Refused	1	
Have ever been divorced	14	(16% of those ever married)
Have ever been separated	4	(4% of those ever married)
Have ever been widowed	15	(18% of those ever married)
Motherhood		
Natural mother	73	
Never had child	27	
Natural mother plus adopted/step/foster minor child in household now	3	
Never had child but adopted/step/foster minor child in household now	1	
Number Natural Children Born in Lifetime		
None	27	
One	15	
Two	23	
Three	15	
Four	9	Had child, 73%
Five	5	
Six	3	
Seven	1	
Eight or more	2	

[1] Less than 1 percent.

	Percent of sample	
Have Adopted/Step/Foster Minor Child Now		
Adopted/step/or foster minor children plus natural children	3	
Adopted/step/or foster minor child but no natural children	1	
Number Minor Children Living in Household Now		
None	57	
One	15	
Two	15	
Three	7	
Four	3	Have minor children at home, 43%
Five	1	
Six	(1)	
Seven	(1)	
Eight	(1)	
Nine or more	(1)	
Other Adults in Household (living arrangement)		
None (live alone)	15	
Husband only	59	
Husband and other adults	8	
Parents only	7	
Parents and other adults	3	
Other related adults	4	
Nonrelated female adults	2	
Nonrelated male and female adults	1	
Nonrelated male adults	(1)	
Type of Area of Residence		
Urban (Central Cities of Standard Metropolitan Statistical Areas by 1975 definitions)	45	
Suburban (balance of SMSA)	33	
Rural/small town (non-SMSA)	22	

Ethnicity (In addition to being American, what is main ethnic or nationality group?)

	Percent of sample
British/English	17
German	17
Irish	17
Afro-American/black	11
Italian	4
French	4
Mexican/Chicano	3
American Indian/native American	2
Oriental	1
Puerto Rican	(1)
Cuban	(1)
South/Central American	(1)
Other	16
Refused to respond	17

Race

	Percent of sample	*Percent of those answering without refusals*
White	83	
Black	11	
Spanish American	3	
Other	3	

Individual Income

None	35	37
Less than $2,999	21	23
$3,000-$4,999	10	10
$5,000-$5,999	6	6
$6,000-$6,999	6	7
$7,000-$9,999	8	8
$10,000-$14,999	6	7
$15,000-$24,999	2	2
$25,000 and over	(1)	(1)
Refused to respond	6	

Family Income

	Percent of sample	*Percent of those answering without refusals*
None	3	4
Less than $2,999	7	9
$3,000-$4,999	6	8
$5,000-$5,999	4	5
$6,000-$6,999	3	4
$7,000-$9,999	10	12
$10,000-$14,999	20	25
$15,000-$24,999	18	23
$25,000 and over	8	10
Refused to respond	19	

Sources of Family Income

	Percent yes
Respondent's (woman's) wages or salary	48
Husband's wages or salary	57
Funds from savings, investment, real estate	21
Social security benefits based on respondent's past work	14
Social security benefits based on husband's past work	13
Retirement pension from respondent's past work	5
Retirement pension from husband's past work	7
Unemployment insurance for respondent	3
Unemployment insurance for husband	3
Public assistance/welfare	5
ADC (Aid to Dependent Children)	3
Child Support	2
Alimony	1
Other sources	4

Interview base ..... (1,522)

(1) Less than 1 percent.

Appendix B
Technical Appendix

The survey for the National Commission on the Observance of International Women's Year is based on 1,522 telephone interviews with adult women in the United States conducted between August 13-September 13, 1975, from the WATS-line-equipped central facility of Market Opinion Research, Detroit, Michigan. In 49 cases, personal interviews were conducted at home by local Spanish-speaking interviewers.

Sample

The sample of households from which interviews were conducted was chosen by accumulating the household count in the United States, according to the 1970 U.S. Census, updated with figures by county from *Sales Management 1974, Survey of Buying Power*. Households were counted in order by census region, state, metropolitan counties, and nonmetropolitan counties. Two hundred and forty block clusters were chosen as interview areas, equally spaced by household count across the United States. A random number was used to choose the first block cluster. Six households were selected from a random sample of telephone numbers for households in each block cluster.

The woman to be interviewed was chosen randomly from all adult females in each household. Each interview was weighted by the number of females in the household so that final results reflect the total female population of the United States.

An initial telephone call and two callbacks at different times of the day and on different days were made to each chosen respondent. If no interview was completed after the third call, another telephone number in the block cluster was substituted and the selection and callback procedures were begun again.

Sample Comparisons

Before the final computer runs were made, distribution of actual interviews, weighted by the number of females in the household, was compared with known data on women. The results compared so closely that no further weighting was necessary.

	1970 U.S. Census (percent)	*1975 Survey of Women (percent)*
Age		
18-20	7.8	7.8
21-24	9.5	10.0
25-34	18.1	22.4
35-44	16.9	15.6
45-54	17.1	14.7
55-64	14.0	13.9
65 and over	16.6	14.5
Race		
White	85.2	82.9
Spanish heritage	3.3	3.2
Black	10.1	10.7
Other/not ascertained	1.2	3.3

Sampling Error and Differences Between Subgroups

In any survey there is a margin of error known as sampling error. This is the difference that may result in answers from the sample compared to what would have been obtained if every adult woman in the United States had been interviewed. The right-hand column of the table illustrating analysis groups shows the possible sampling error for the total sample and subgroups. Where statements are made in this book that two groups differ, these differences have met statistical tests to prove they are greater than could have been caused by sampling error.

Analysis

Cross-tabulation was made by computer for every

question for the total sample and each of the 30 subgroups shown in the following table. The number of actual interviews, weighted interviews, and sampling error is shown for each.

	Actual Interviews	*Weighted Interviews*	*Percent of Sample*	*Sampling Error (percent)*
Analysis Groups				
Total Sample	1,522	1,709	100	± 2.5
Type of Area				
Urban (Central cities of Standard Metropolitan Statistical Areas by 1975 census definitions)	682	764	45	± 3.7
Suburban (balance of SMSA's)	503	563	33	± 4.5
Rural/small town (non-SMSA)	337	377	22	± 5.8
Present Marital Status				
Never married	222	249	15	± 7.1
Married and living with husband	1,006	1,129	66	± 3.2
Divorced/separated	115	128	7	± 10.0
Widowed	179	201	12	± 8.0
Mother (ever in life gave birth to child)	1,117	1,255	73	± 3.0
Age				
18-24	271	304	18	± 6.0
25-34	341	383	22	± 5.6
35-44	238	267	16	± 6.3
45-54	224	252	15	± 6.3
55-64	211	237	14	± 6.4
65 and over	221	248	15	± 6.3
Race				
White	1,260	1,416	83	± 2.8
Black	163	183	11	± 8.1
Spanish-American (Other 3%)	49	55	3	± 14.2
Education				
Less than high school graduate	419	471	27	± 4.7
High school graduate	528	593	35	± 4.5
Post-high school education	561	630	36	± 4.3
Family Income				
0-$4,999	247	278	16	± 6.3
$5,000-$9,999	248	279	17	± 6.3
$10,000-$14,999	303	340	20	± 5.8
$15,000 and over (Refused to respond, 19%)	398	447	26	± 5.0
Life Work/Homemaker Pattern				
Worked continuously	281	316	18	± 6.2
Homemaker continuously	170	189	11	± 7.6
Worked, then became homemaker	299	336	20	± 5.8
Combined work/homemaking	468	526	31	± 4.7
Alternated work/homemaking	283	318	18	± 5.9

After analyses of cross-tabulations were made, a series of computer-run analyses based on correlations, called factor analyses, were run on all scaled measures in total and separately by particular content groupings. One factor emerged from each analysis as the one which best explained variation in the answers women gave. The seven questions indicating the Traditional-to-Expanding Outlook are those which showed the highest correlations on this factor. Each respondent was given a score on the Outlook scale by adding her answers to the seven questions shown in table 1-1 (p. 2). Cross-tabulations were then run on three groups, divided by scores on the Outlook scale. Further analysis was made of these.

Additional Analysis Groups

	Actual Interviews	*Weighted Interviews*	*Percent of Sample*	*Sampling Error (percent)*
Total Women	1,522	1,709	100.0	±2.5
Traditional Outlook women . .	489	539	32	±4.5
Balancing Outlook women . .	577	662	38	±4.1
Expanding Outlook women . .	456	508	30	±5.0

Factor analysis was also used to cluster leisure activities and magazine readership.

Appendix C
Survey Questionnaire

MARKET OPINION RESEARCH
28 W. Adams
Detroit, Michigan 48226

August 7, 1975

NATIONAL WOMEN'S SURVEY

(Telephone)

Job No. 5837

Card 1

Respondent No. _____ 1 – 4

Area No. _____ 5 – 10

ID No. _____ 11 – 12

. . . . . .

Hello, I'm _____ from Market Opinion Research, a national organization. We are doing a study of the opinions of women in the United States for the National Commission for the Observance of International Women's Year.

First, could you tell me how many women age 18 years or older live in this household? (Circle number of females over 18)

1 2 3 4 5 6 or more 13

(USE RESPONDENT SELECTION, MATRIX VERSION, TO SELECT RESPONDENT)

14-23

EMPLOYMENT

1. What is your principal occupation?

Homemaker/housewife . . . . . 1 24 – 25
Student 2
Unemployed/laid off 3
← ALL OTHERS (SPECIFY AT LEFT) . 4
Retired 5

a. What was your occupation before you retired? 26 – 27

2. Which of the following patterns of work and being a homemaker best describes your adult life since finishing your formal education?

(IF STUDENT, CONSIDER AS WORKING)

- Have worked continuously . . . . . 1 – 28
- Worked, then became full-time homemaker 2
- Have been homemaker continuously 3
- Have combined working and being homemaker at same time 4
- Have alternated working and being full-time homemaker 5
- Refused 9

---

3. Are you currently employed in a job outside of the home?

- Yes, full-time . . . . . 1 – 29
- Yes, part-time 2
- No 3
- Refused (GO TO Q. 20) 9

a. Have you worked continuously, or have you been in and out of the work force?

- Continuously (GO TO Q. 7) . . . . . 1 – 30
- In and out (GO TO Q. 10) 2

b. Have you ever worked?

- Yes, full-time (GO TO Q. 14) . . . . . 1 – 31
- Yes, part-time (GO TO Q. 14) 2
- No, never (GO TO Q. 4) 3
- Refused (GO TO Q. 20) 9

HAVE NEVER WORKED

4. Do you expect to work at some time in the future?

- Yes . . . . . 1 – 33
- Depends on circumstances 2
- No 3
- Don't know 9

a. When do you plan to work again?

- Within the year . . . . . 1 – 34
- 1-3 years 2
- 4-5 years 3
- More than 5 years 4
- Depends on circumstances 5
- Refused 9

b. Do you expect to work full-time or part-time?

- Full-time . . . . . 1 – 35
- Part-time 2
- Don't know 9

c. Do you think that you will need additional training or schooling before you enter the job market again?

- Yes . . . . . 1 – 36
- No 2
- Don't know 9

5. Would you need childcare services for preschoolers in order to take a job or return to school or get job training?

Yes, need . . . . . 1 — 37
No, don't need 2
Don't know 9

6. Would you need *after school and vacation* childcare services in order to take a job or return to school or get job training?

Yes, need . . . . . 1 — 38
No, don't need 2
Don't know 9

GO TO QUESTION 20

HAVE WORKED CONTINUOUSLY

7. Do you believe you are paid equally with men at your place of work who hold the same type job?

Yes . . . . . 1 — 39
No 2
No men hold similar job 3
Don't know 9

8. Do you think men not as well qualified as you have been promoted ahead of you?

Yes . . . . . 1 — 40
No 2
Don't know 9

9. How long have you been employed at this job?

Less than 1 year . . . . . 1 — 41
1-3 years 2
4-5 years 3
More than 5 years 4
Refused 9

GO TO QUESTION 20

HAVE BEEN IN AND OUT OF LABOR FORCE

IF CURRENTLY EMPLOYED, ASK:

10. Do you believe you are paid equally with men at your place of work who hold the same type job?

Yes . . . . . 1 — 42
No 2
No men hold similar job 3
Don't know 9

11. Do you believe men not as well qualified as you have been promoted ahead of you?

Yes . . . . . 1 — 43
No 2
Don't know 9

12. How long have you been employed at this job?

- Less than 1 year . . . . . 1—44
- 1-3 years 2
- 4-5 years 3
- More than 5 years 4
- Refused 9

13. The last time you left the labor force, what was your reason for leaving?

- Got married . . . . . 1—45
- Had children 2
- Didn't need to work anymore 3
- Didn't want to work anymore 4
- Dissatisfied with job/pay 5
- Fired/laid off 6
- Refused 9

GO TO QUESTION 19

IF NOT PRESENTLY EMPLOYED, ASK:

14. Think about your last job; how long were you employed at that job?

- Less than 1 year . . . . . 1—46
- 1-3 years 2
- 4-5 years 3
- More than 5 years 4
- Refused 9

15. Do you expect to work again?

- Yes . . . . . 1—47
- Depends on circumstances 2
- No 3
- Don't know 9

a. When do you plan to work again?

- Within the year . . . . . 1—48
- 1-3 years 2
- 4-5 years 3
- More than 5 years 4
- Depends on circumstances 5
- Don't know 9

b. Do you expect to work full-time or part-time?

- Full-time . . . . . 1—49
- Part-time 2
- Don't know 9

c. Do you think that you will need additional training or schooling before you enter the job market again?

- Yes, need . . . . . 1—50
- No, don't need 2
- Don't know 9

16. Why did you stop working?

- Got married . . . . . 1—51
- Had children 2
- Didn't need to work anymore 3
- Didn't want to work anymore 4
- Dissatisfied with job/pay 5
- Fired/laid off 6
- Refused 9

17. Would you need childcare services for preschoolers in order to take a job or return to school or get job training?

- Yes, need . . . . . 1—52
- No, don't need 2
- Don't know 9

18. Would you need *after school and vacation* childcare service in order to take a job or return to school or get job training?

- Yes . . . . . 1—53
- No 2
- Don't know 9

GO TO QUESTION 19

IF EMPLOYED OR NOT EMPLOYED, ASK:

19. Do you have any children?

- Yes . . . . . 1—54
- No 2
- Refused 9

a. How old was your youngest child when you returned to work on a regular basis?

RECORD ACTUAL AGE _____ 55—56

- Never quit working except for maternity leave 98
- Refused 99

GO TO QUESTION 20

MARITAL STATUS, ETC.

ASK OF ALL RESPONDENTS

20. What is your current marital status?

- Single, never have been married (GO TO Q. 24) . . . . . 1—57
- Married and living with a husband 2

  How many years?
  RECORD ACTUAL NUMBER ____
- Divorced 3
- Separated 4
- Widowed 5
- Refused 9

IF MARRIED/DIVORCED/SEPARATED/
WIDOWED/REFUSED IN Q. 20, ASK:

21. How many times in total have you been married?

Once (GO TO Q. 22) 1–58
Two times 2
Three times 3
Four times 4
Five or more times 5
Refused (GO TO Q. 22) 9

a. Have you ever previously been . . . .

	Yes	No	Refused
Widowed	1	2	9
Divorced	1	2	9
Separated	1	2	9

59–61

22. Do you now or in the past were you awarded . . . . . .

ASK BOTH ALIMONY AND CHILD SUPPORT

ALIMONY/OR MAINTENANCE DURING SEPARATION

Yes 1–62
No 2
Refused 9

CHILD SUPPORT

Yes 1–65
No 2
Refused 9

a. Do you receive this alimony or were you able to collect it:

Regularly 1–63
Sometimes 2
Rarely 3
Never 4
Refused 9

b. Do you receive this child support or were you able to collect it:

Regularly 1–66
Sometimes 2
Rarely 3
Never 4
Refused 9

aa. Are you/did you attempt to take legal steps to collect this?

Yes 1–64
No 2
Refused 9

bb. Are you/did you attempt to take legal steps to collect this?

Yes 1–67
No 2
Refused 9

23. IF EVER DIVORCED–Q. 20 OR Q. 21a

At the time right after your divorce settlement, did you have more, less, or the same income than your ex-husband? Consider all kinds of income including alimony and child support.

More 3–68
Same 2
Less 1
Refused 9

ASK OF ALL RESPONDENTS

24. Have you ever given birth to a child or children?

- Yes ..... 1—69
- No (GO TO Q. 25) 2
- Not stated (GO TO Q. 25) 9

NATURAL MOTHER

a. How many children have you had in your lifetime? (CIRCLE)

1 2 3 4 5 6 7 8 9 or more 70

b. How many of your natural born children are 17 and under and live in your household now?

0 (GO TO Q. 25) | 1 2 3 4 5 6 7 8 9 or more | 71

c. What are the ages of these children? (CIRCLE ALL WHICH APPLY)

- 0-5 years old 1
- 6-10 years old 2
- 11-15 years old 3
- 16-17 years old 4
- Not stated 9

72

25. Are there any *OTHER* children such as adopted/stepchildren/foster children, etc. who are 17 and under who live in your household now?

- Yes ..... 1—73
- No (GO TO Q. 26) 2
- Not stated (GO TO Q. 26) 9

ADOPTED, STEP, OR FOSTER MOTHER OR GUARDIAN

a. How many are in your household?

1 2 3 4 5 6 7 8 9 or more 74

b. What are the ages of these children? (CIRCLE ALL WHICH APPLY)

- 0-5 years old 1
- 6-10 years old 2
- 11-15 years old 3
- 16-17 years old 4
- Not stated 9

75

26 (IF CHILDREN AGE 0-5 IN Q. 24c OR 25b)

Do you use any type of child care on a regular basis inside or outside the home for your children who are 5 and under?

Card 2

- Yes . . . . . 1 – 13
- No (GO TO Q. 27) 2
- Refused (GO TO Q. 27) 9

a. (IF YES) What type of child care is that? (CIRCLE ALL RESPONSES)

	Yes, use child care	No. of hrs./wk. 1-10	11-20	21-30	31-40	Over 40	
State subsidized day care	N	2	3	4	5	6	
Private nursery school	N	2	3	4	5	6	
Family day care	N	2	3	4	5	6	
Play group	N	2	3	4	5	6	
Exchange babysitting	N	2	3	4	5	6	
Babysitter	N	2	3	4	5	6	
Relative/husband/parent	N	2	3	4	5	6	
Son/daughter 14 years and over	N	2	3	4	5	6	
Son/daughter under 14	N	2	3	4	5	6	
Friend	N	2	3	4	5	6	
Other _____	N	2	3	4	5	6 – 14 – 24	

b. (FOR EACH TYPE OF CARE MENTIONED ABOVE ASK) How many hours per week do you usually use this child care?

27. (IF CHILDREN 0-17 IN Q. 24c OR 25b)

Do you use any type of AFTER SCHOOL OR VACATION child care on a regular basis?

- Yes . . . . . 1 – 25
- No (GO TO Q. 28) 2
- Refused (GO TO Q. 28) 9

a. (IF YES) What type of child care is that? (CIRCLE ALL RESPONSES)

	Yes, use child care	No. of hrs./wk. 1-10	11-20	21-30	31-40	Over 40	
State subsidized day care	N	2	3	4	5	6	
Private nursery school	N	2	3	4	5	6	
Family day care	N	2	3	4	5	6	
Play group	N	2	3	4	5	6	
Exchange babysitting	N	2	3	4	5	6	
Babysitter	N	2	3	4	5	6	
Relative/husband/parent	N	2	3	4	5	6	
Son/daughter 14 years and over	N	2	3	4	5	6	
Son/daughter under 14	N	2	3	4	5	6	
Friend	N	2	3	4	5	6	
Nonlicensed facility or person	N	2	3	4	5	6	
Other _____	N	2	3	4	5	6 – 26 – 37	

b. (FOR EACH TYPE OF CARE MENTIONED ABOVE ASK) How many hours per week do you usually use this child care?

ASK OF ALL RESPONDENTS

28. Do you think that you will want additional training or schooling in the future either for personal enrichment, in order to hold a job or in order to advance in a job or career?

	Yes	1 – 38
	No	2
	Don't know	9

a. Will that be training or education be	To finish high school	1	
	Vocational training	2	
	College/university	3	39
	Non-credit adult or continuing education	4	
	Don't know	9	
b. Can you afford to get the training or education you want?	Yes	1	40
	No	2	
	Don't know	9	

MEDIA

Now, let's talk about what you read and watch.

29. (IF INTERVIEWING ON A TUES.-SAT., ASK) Did you read a newspaper *yesterday*?

(IF INTERVIEWING ON A SUNDAY OR MONDAY, ASK) Did you read a newspaper last Friday?

	Yes	1 – 41
	No	2
	Don't know	9

a. (IF NO Q. 29 DID NOT READ NEWSPAPER) When was the last time before yesterday you read a newspaper?	Within past 7 days	1	
	More than 7 days ago	2	
	Don't read at all	3	42
	Don't know	9	

Card 5

30. What magazines have you read in the past month. Give me the names of all magazines in which you read at least one article in the past month.

(LIST ALL MAGAZINES MENTIONED)

None	1

31. What TV programs did you watch *yesterday*? (GIVE NAMES OF ALL)

NONE 9

LIST ALL PROGRAMS MENTIONED

News program	1
Game show/quiz	2
Soap opera serial type	3
Variety (talk/music)	4
Regular series drama	5
Regular series comedy	6

Special drama	7	CODING
Documentary	8	ONLY
Children's	1	
Educational	2	
TV movies	3	
Other _____	4	
Don't know	9	

32. How many books have you read *in the past two months,* either hardback or paperback (GIVE ACTUAL NUMBER)

Number _____ Card 2 43–44

33. Approximately how many movies (not on TV) have you attended *within the past two months?* (GIVE ACTUAL NUMBER)

Number _____ 45–46

34. Thinking about the image of American women today given by TV, radio, newspapers and magazines. Would you say the image of women is very accurate, somewhat accurate, or inaccurate given by . . .

	Very accurate	Somewhat accurate	Inaccurate	Don't know
a. TV advertising	3	2	1	9
b. Magazine advertising	3	2	1	9
c. Newspaper articles	3	2	1	9
d. Magazine articles and stories	3	2	1	9
e. TV shows	3	2	1	9

47–51

35. Thinking about yourself, are women *like you* shown often, sometimes, or never in . . .

	Often	Sometimes	Never	Don't know
a. TV advertising	3	2	1	9
b. Magazine advertising	3	2	1	9
c. Newspaper articles	3	2	1	9
d. Magazine articles and stories	3	2	1	9
e. TV shows	3	2	1	9

52–56

36. Are you more or less likely to read a book if it is written by a woman?

More likely to read	1–57
Less likely to read	2
No difference	3
Depends on how good book is	4
Not stated	9

63

ATTITUDES

37. I am going to read you a list of things about life today. As I read the list would you tell me whether you are Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied or Very Dissatisfied about this part of your life. How satisfied are you with . . .

	Very satisfied	Somewhat satisfied	Somewhat dis-satisfied	Very dis-satisfied	Neither/No opinion/ Don't know
a. The tasks and work activities you do	5	4	2	1	3
b. The quality of your personal life	5	4	2	1	3

58 – 59

38. What does the term "women's movement" mean to you?

60_____
61_____
62_____

39. There has been much talk recently about changing women's status in society today. On the whole, do you favor or oppose most of the efforts to strengthen and change women's status in society today?

Favor . . . . . 1 – 63
Oppose 2
Don't know/neutral 9

40. (IF EMPLOYED FULL-TIME OR PART-TIME IN Q. 3) Are you aware of the fact that there are ways you can report job discrimination based on sex, and remain anonymous?

Yes, aware . . . . . 1 – 64
No, not aware/don't know 9

41. I am going to read you some statements people have made about the life of women today. As I read each one would you tell me whether you Strongly Agree, Agree, Disagree or Strongly Disagree with this statement.

	Strongly agree	Agree	Disagree	Strongly disagree	No opinion/ Don't know
a. Women who are homemakers are more interesting people than women who work outside the home for pay.	5	4	2	1	3
b. Women should become more active in politics than they are today	5	4	2	1	3
c. It is much better for everyone involved if the man is the achiever outside the home and the woman takes care of the home and family	5	4	2	1	3
d. Women should be encouraged to seek elective and appointive posts at local, state and national levels of government .	5	4	2	1	3

e. The movement for women's rights has helped me personally	5	4	2	1	3
f. A working mother can establish just as warm and secure a relationship with her children as a mother who does not work.	5	4	2	1	3
g. If a wife earns more than her husband the marriage is headed for trouble	5	4	2	1	3
h. It is more important for a wife to help her husband than to have a career herself	5	4	2	1	3
i. A woman can live a full and happy life without marrying	5	4	2	1	3
j. A man can live a full and happy life without marrying	5	4	2	1	3
k. Women and girls have the same educational opportunities available to them as boys and men	5	4	2	1	3
l. Women and girls receive the same occupational and vocational counseling that is given to boys and men	5	4	2	1	3
m. The government should assist in providing childcare on an ability to pay basis for those who need childcare	5	4	2	1	3
n. Girls have the same opportunities for participation in sports as boys	5	4	2	1	3

Card 3
13 – 18

LEISURE ACTIVITY

42. What leisure activities, hobbies, cultural activities or sports give you the most enjoyment? (Record all responses)

19_____
20_____
21_____

43. Do you belong to any organizations whose membership is predominantly *women only*?

Yes . . . . . 1 – 22
No 2
Refused 9

a. (IF YES) Are these organizations primarily . . . (Read list and circle all which apply to any women's organization belongs to)

Social 1
Charity/health 2 23
Political/civic 3
Religious/church 4
Educational/hobby 5
Professional 6
Women's rights 7
Garden/environmental 8
Other _____ 9
(Specify)

65

CAPABILITIES

44. How capable do you feel you would be to handle each of the following situations? As I read each situation, tell me whether you feel you are Very Capable, Somewhat Capable, or Not Capable.

	Very capable	Somewhat capable	Not capable	No opinion/ Don't know	
Manage the family's finances	4	3	1	2	
Financially support myself and any dependents I now have	4	3	1	2	
Raise children by myself	4	3	1	2	
Manage personal life	4	3	1	2	
Buy a car on my own	4	3	1	2	
Buy a home on my own	4	3	1	2	25-30

45. If you could choose your life style, which of these 4 choices would give you the most satisfaction? As you make the choice assume you could do any of the 4 whether you are single or married. Just think about which of these life styles would give you the most satisfaction

Be mainly a job holder or career woman . . 1 — 31
Be mainly a homemaker 2
Combine job or career with homemaking and childcare if you have children throughout life 3
If you have children, stay home when children are young, combine job or career with homemaking at other times in life 4
Don't know 9

46. Do you think there is a woman in the U.S. presently qualified to be appointed to the U.S. Supreme Court?

Yes . . . . . 1 — 32
No 2
No Opinion 9

a. Would you favor her being appointed a Supreme Court Judge?

Yes 1
No 2 33
Don't know 9

47. (IF MARRIED IN Q. 20) How certain do you feel that your marriage will last till you or your husband dies? (Read list) Do you feel . . .

Absolutely certain . . . . . 1 — 34
Fairly certain 2
Not so certain 3
Refused 9

DIVORCE

Now, thinking about the subject of divorce.

48. If a couple are divorced, do you think custody of minor children should . . .

Usually be given to the woman . . . . . 1 — 35
Usually be given to the man 2
Both parents be considered equally 3
Depends on circumstances 4
Don't know 9

49. If a couple are divorced and both of them work, who do you think should have to pay for *child support?*

Father only . . . . . 1 — 36
Mother only 2
Both parents 3
Depends on circumstances 4
Don't know 9

50. If a couple are divorced, do you think the woman should get alimony even if she is able to support herself?

Yes . . . . . 1 — 37
No 2
Depends on circumstances 3
Don't know 9

51 If a couple are divorced, and the man is not able to support himself, do you think the woman should be required to pay alimony to him if she is financially able?

Yes . . . . . 1 — 38
No 2
Depends on circumstances 3
Don't know 9

52. If a couple are divorced after 15 years or more of marriage and the woman has not worked outside the home for many years, do you think her loss of earning capacity should be taken into account in setting alimony?

Yes . . . . . 1 — 39
No 2
Depends on circumstances 3
Don't know 9

53. If a couple are divorced, should property acquired during the marriage be split equally no matter who paid for it originally?

Yes . . . . . 1 — 40
No 2
Depends on circumstances 3
Don't know 9

ERA

54. Have you read, seen, or heard anything about the proposed Equal Rights Amendment or E.R.A.?

Yes . . . . . 1 — 41
No 2
Don't know 9

a. What effects do you think E.R.A. will have?

42_____
43_____
44_____

b. Do you feel you know enough about the E.R.A. to have an informed opinion?

Yes 1
No/don't know . . . . . 2 — 45

c. Did you know that the E.R.A. applies only to legal rights and not to private relationships?

Yes 1
No/don't know . . . . . 2 — 46

d. Did you know that the majority report of the Senate Judiciary Committee is the most authoritative guide for predicting how the courts will interpret the E.R.A. amendment?

Yes 1
No/don't know 2 47

55. Has your state passed the Equal Rights Amendment (E.R.A.) at the present time?

Yes . . . . . 1—48
No 2
Don't know 9

CODING ONLY
Correct
Incorrect

DEMOGRAPHICS

Now a few questions for statistical purposes . . .

56. Are you registered to vote in the place in which you now live?

Yes . . . . . 1—49
No 2
Don't know 9

57. Did you vote in the 1974 congressional and state election?

Yes . . . . . 1—50
No 2
Too young to vote 3
Don't know 9

58. Did you vote in the 1972 Presidential election?

Yes . . . . . 1—51
No 2
Too young to vote 3
Don't know 9

59. NOT ASKED

60. Are you a labor union member?

Yes . . . . . 1—52
No 2
Don't know 9

a. Does your union adequately represent its women members?

Yes . . . . . 1—53
No 2
Don't know 9

b. Do you think women should participate more, less, or the same as now in your union?

More . . . . . 1—54
Same 2
Less 3
Don't know 9

61. Is anyone else in your household a labor union member?

Yes . . . . . 1—55
No 2
Don't know 9

62. NOT ASKED

63. What is the last grade of school completed by you?

- Elementary school (grade 1-8) ..... 1—56
- Some high school 2
- Graduated high school 3
- Some college 4
- Graduated college 5
- Post graduate 6
- Refused 9

64. Which category describes your age?

- 18-20 years ..... 1—57
- 21-24 years 2
- 25-34 years 3
- 35-44 years 4
- 45-54 years 5
- 55-64 years 6
- 65 years and over 7
- Refused 9

65. Which of these categories best describes your INDIVIDUAL income *before taxes* last year?

- None ..... 1—58
- Less than $2,999 2
- $3,000-$4,999 3
- $5,000-$5,999 4
- $6,000-$6,999 5
- $7,000-$9,999 6
- $10,000-$14,999 7
- $15,000-$24,999 ..... 1—59
- $25,000 and over 2
- Refused 9

66. Which of these categories best describes your FAMILY income *before taxes* last year?

- None ..... 1—60
- Less than $2,999 2
- $3,000-$4,999 3
- $5,000-$5,999 4
- $6,000-$6,999 5
- $7,000-$9,999 6
- $10,000-$14,999 7
- $15,000-$24,999 ..... 1—61
- $25,000 and over 2
- Refused 9

67. Are you the head of your household or is someone else the head?

- Self ..... 1—62
- Someone else 2
- Shared/more than one head 3
- Not stated/not relevant 9

Card 4

68. What is your living arrangement? Thinking only of *adults* in your household, do you live with. 1-13

- Husband 1
- Husband plus other adults 2
- Parents 3
- Parents plus other adults 4
- Other relative adults (not husband/parents) 5
- Non-related female adult (s) 6
- Non-related male adult (s) 7
- Non-related male and female adults 8
- Refused 9

69. I will read a list of sources of incomes. Would you tell me which of these sources of income your family has had this past year — not the amount but whether or not you have income from that source.

MUST BE YES TO BOTH

	Yes	No	Refused
Your wages or salary	1	2	9
Your husband's wages or salary	1	2	9
Unemployment insurance for you	1	2	9
Unemployment insurance for your husband	1	2	9
Social security benefits based on your past work	1	2	9
Social security benefits based on your husband's past work	1	2	9
Retirement pension from your past work	1	2	9
Retirement pension from your husband's past work	1	2	9
ADC — Aid to Dependent Children	1	2	9
Other public assistance or welfare	1	2	9
Funds from savings, investments, real estate	1	2	9
Alimony	1	2	9
Child support	1	2	9

14 — 26

a. (IF INCOME FROM BOTH HUSBAND AND WIFE, Q. 68) Both you and your husband have wages/salary. Considering what both of you make together, what percent of your total income do you feel is from your income, and what percent is from your husbands? (FORCE TO 100%)

- From self . . . . . _____ % 27 — 29
- From husband . . . . . _____ % 30 — 32
- 100%
- Refused 999

70. In addition to being an American, what do you consider your main ethnic or nationality group to be? . . . . . 1 — 34

- British/English 1
- Irish 2
- Italian 3
- Polish 4
- German 5
- French 6
- Afro-American/black 7
- American Indian/native American 8

Mexican/Chicano . . . . . 1—35
Cuban 2
South/Central American 3
Puerto Rican 4
Oriental (Chinese/Japanese/Korean) 5
Other _____ (Specify) 6
Don't know/refused 9

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71. Race (Specify from codes above if possible, otherwise ask) Are you . . . . .

White . . . . . 1—36
Black 2
Spanish American (Codes 1, 2, 3, 4 above) 3
Other _____ (Specify) 4
Not ascertained 5

Now, I'd like to talk about family planning . .

72. Do you feel that the decision about when to have children should be made by the woman, by the man, or made by both jointly? . . . . .

Woman . . . . . 1—37
Man 2
Jointly 3
Don't know/refused 9

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73. Are you presently using any method of birth control? . . . . .

Yes . . . . . 1—38
No 2
Refused 9

a. Would you like to be using some method of birth control? . . . . .

Yes . . . . . 1—39
No 2
Refused 9

b. Why aren't you using any method of birth control? . . . . .

Don't know where to get it . . . . . 1—40
Religious reasons 2
Cannot afford to go to doctor or clinic 3
Other _____ (Specify)
Don't know 9

74. (IF HAS GIVEN BIRTH IN Q. 24) Where your pregnancies planned or unplanned or were some planned and some not planned? . . . . .

Planned all . . . . . 1—41
Planned some 2
Unplanned 3
Refused 9

a. Were your unplanned pregnancies due to	Not using birth control method 1	42
	Failure of birth control method or did not use properly 2	
	Refused 9	

75. Have you ever had an abortion? . . . . . → Yes . . . . . 1 — 43
No 2
Refused 9

a. Was the abortion done under medical supervision?	Yes 1	44
	No/refused 2	

76. Thinking about teenage girls, I mean girls from about the ages of 11 years to 17 years. Do you think that these girls should have access to information about birth control methods and practices? . . . . . → Yes . . . . . 1 — 45
No/don't know 2

a. (IF YES) Where do you think that this information should come from?	b. (IF NO) When do you feel that this type of information should be given to females?	
Public schools — teachers 1		
Clinics 2	Never 1	
Parents 3	After high school graduation 2	
Private doctors 4	Before marriage 3	
Magazines 5		
Pamphlets and brochures 6	Other _____ 4 (Specify)	
Other _____ 7 (Specify)	Don't know 9	46
Don't know 9		47

THANK YOU FOR YOUR TIME

FILL OUT AFTER COMPLETION OF INTERVIEW

NAME: _____ TELEPHONE NUMBER: _____

ADDRESS: _____ COUNTY: _____

CITY: _____ STATE: _____

Length of Interview: _____ Time Ended: _____ Date of Interview: _____ 48 — 50

INTERVIEWER'S NAME: _____ 51 — 53

INTERVIEWER, PLEASE READ AND SIGN

I have reread this completed questionnaire and certify that all questions requiring answers have been recorded in the respondent's exact words, and that all boxes and spaces requiring an "X", a number, or a letter are filled in. This bona fide interview has been obtained according to quota and all interviewing specifications. I agree to keep the content of questions, respondent's answers, and the subject of this interview confidential.

INTERVIEWER'S SIGNATURE: _____

SUPERVISOR'S NAME: _____ DATE: _____

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